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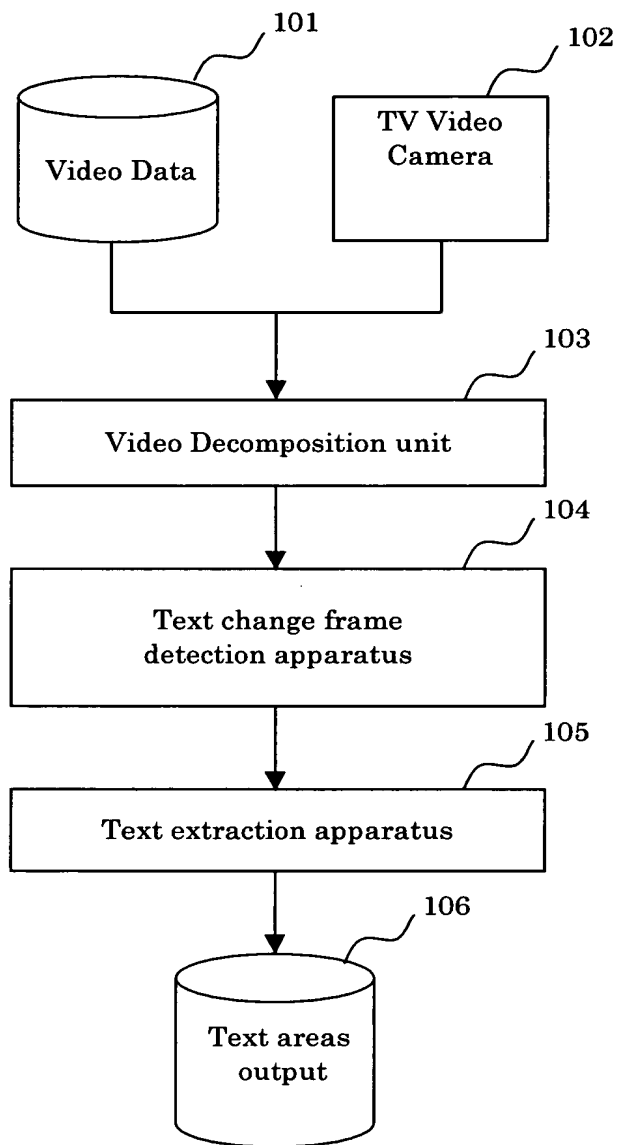


FIG. 1

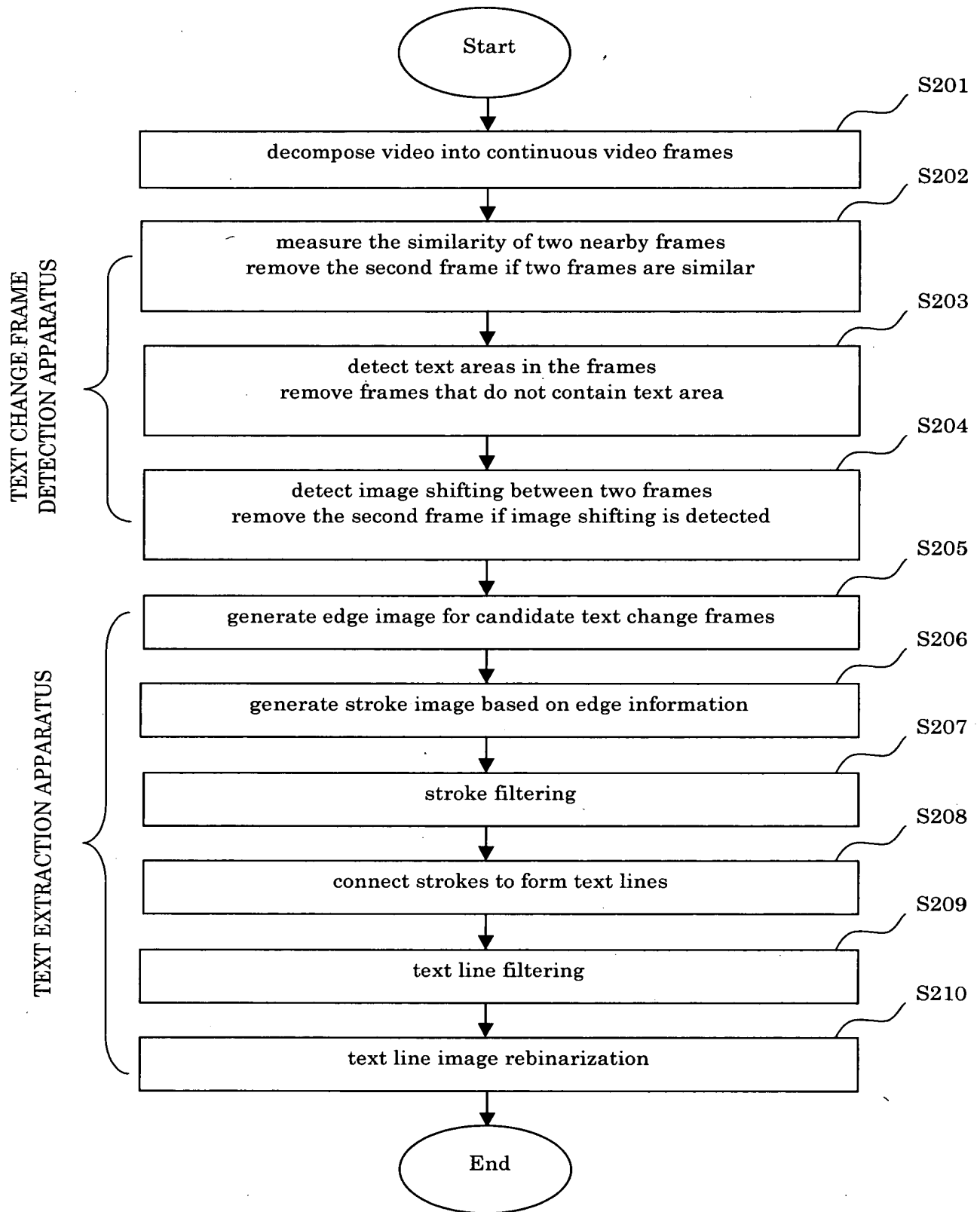


FIG. 2

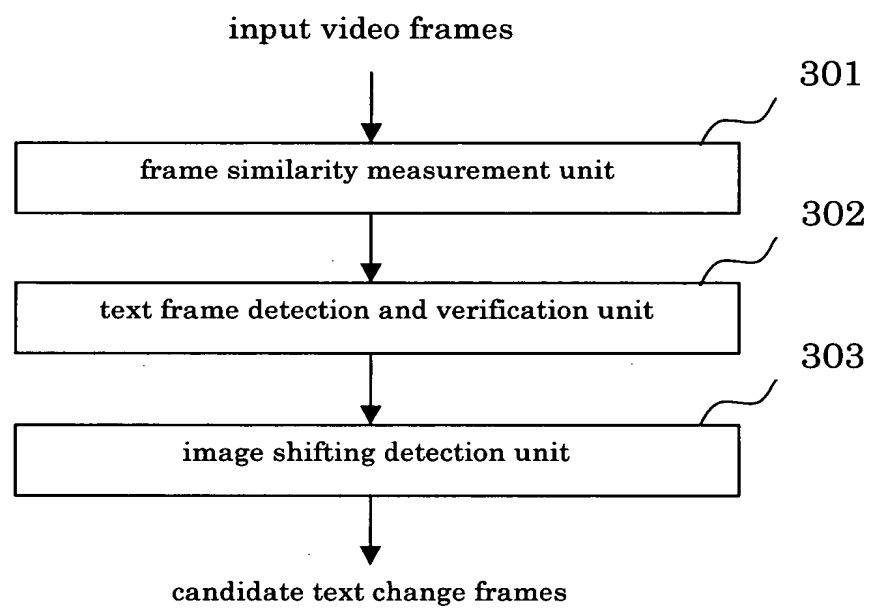


FIG. 3

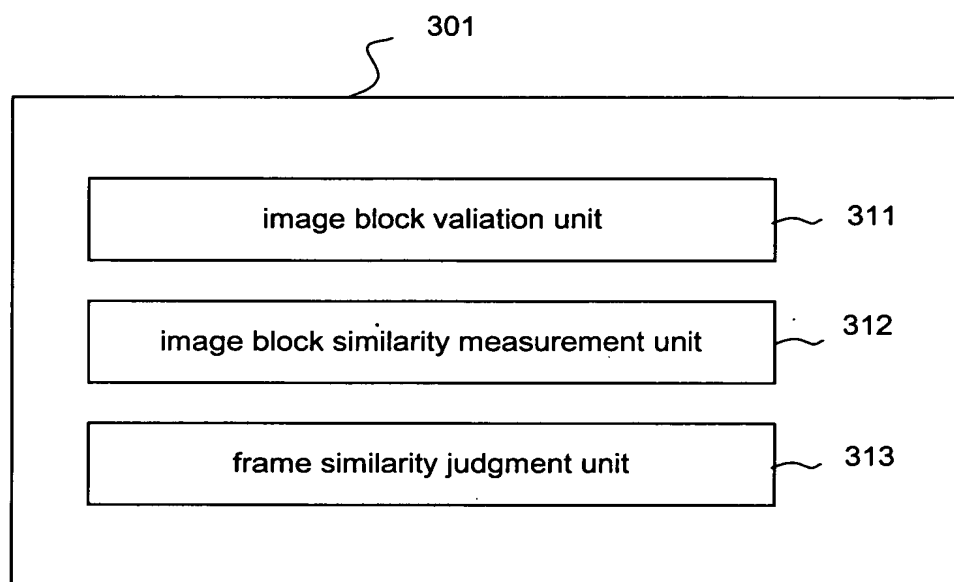


FIG. 4

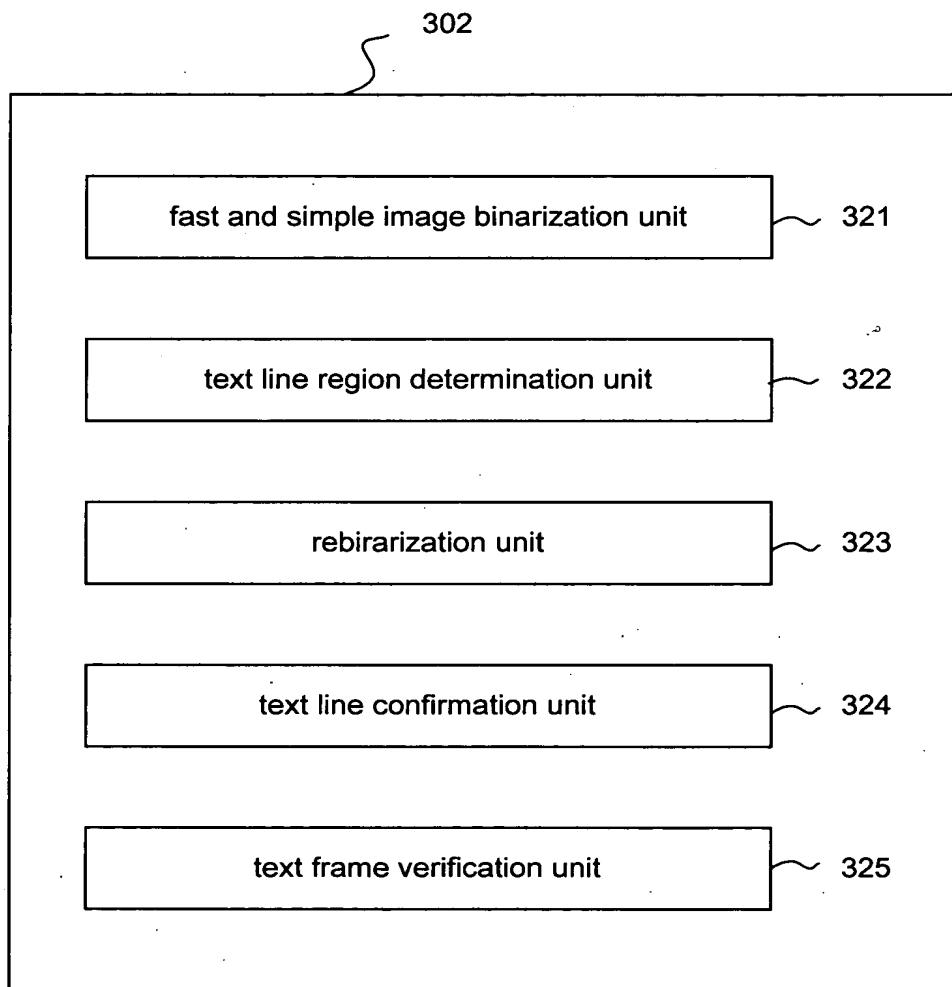


FIG. 5

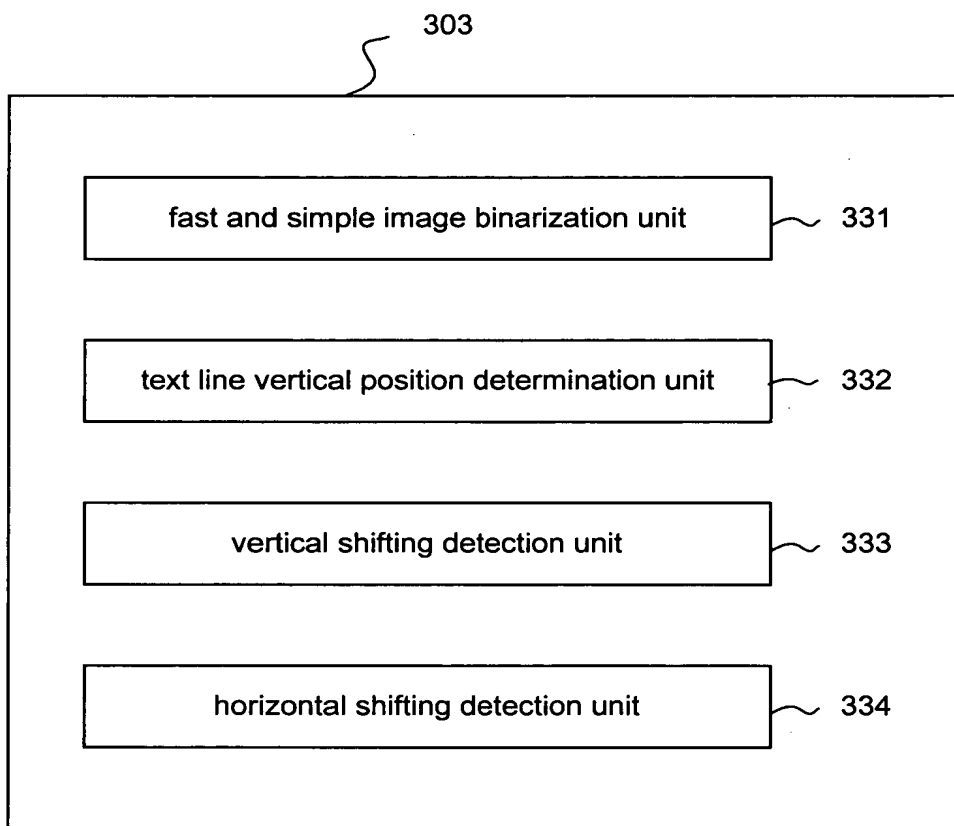


FIG. 6

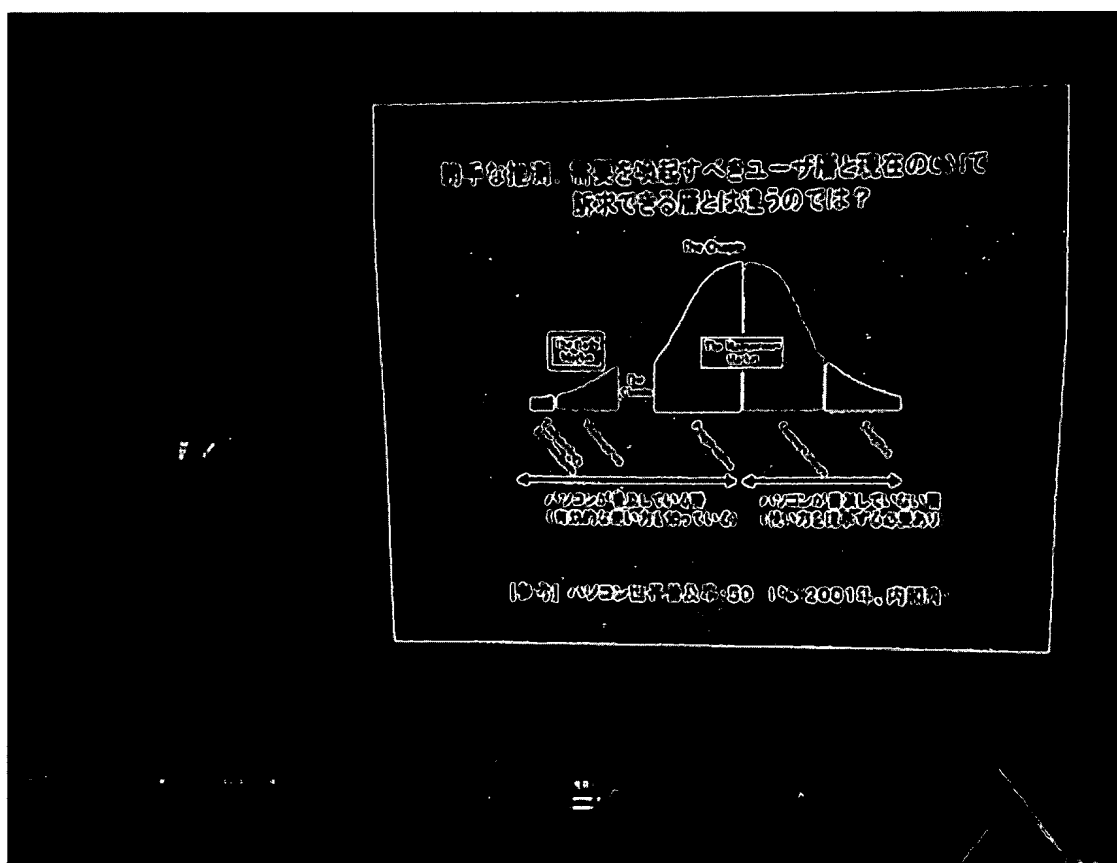


FIG. 7

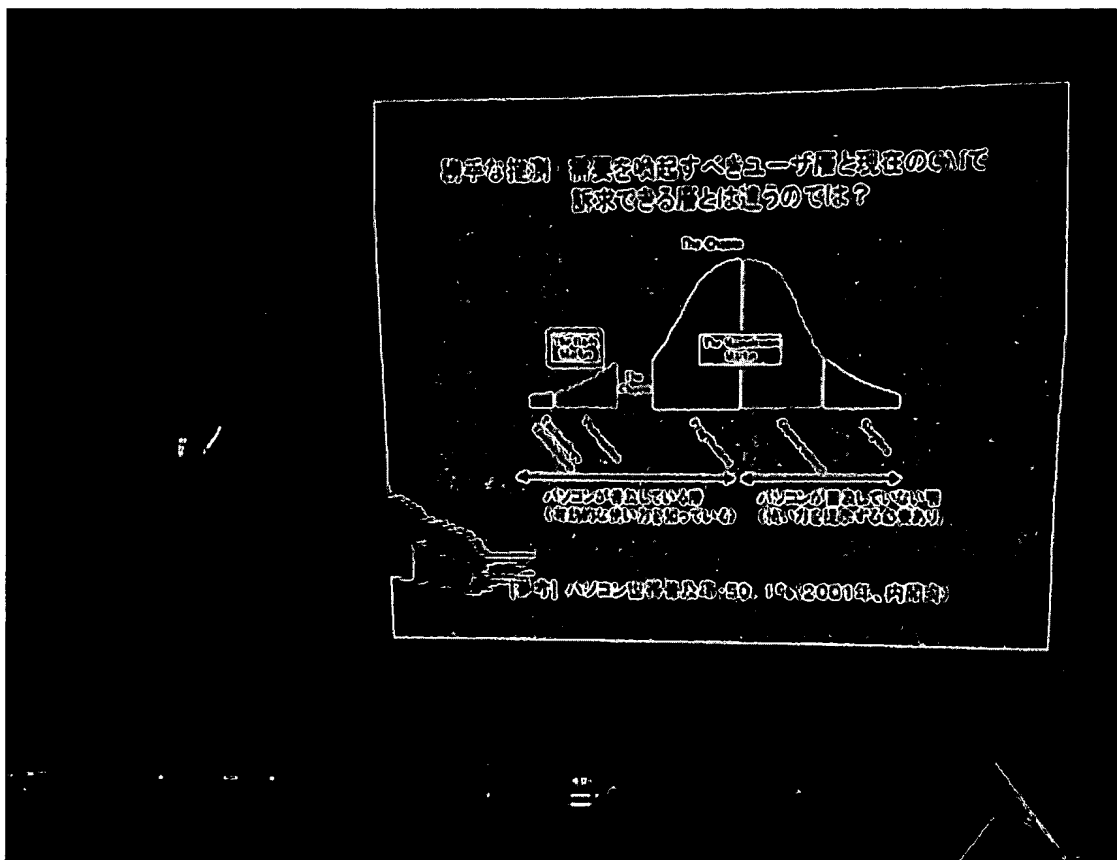


FIG. 8



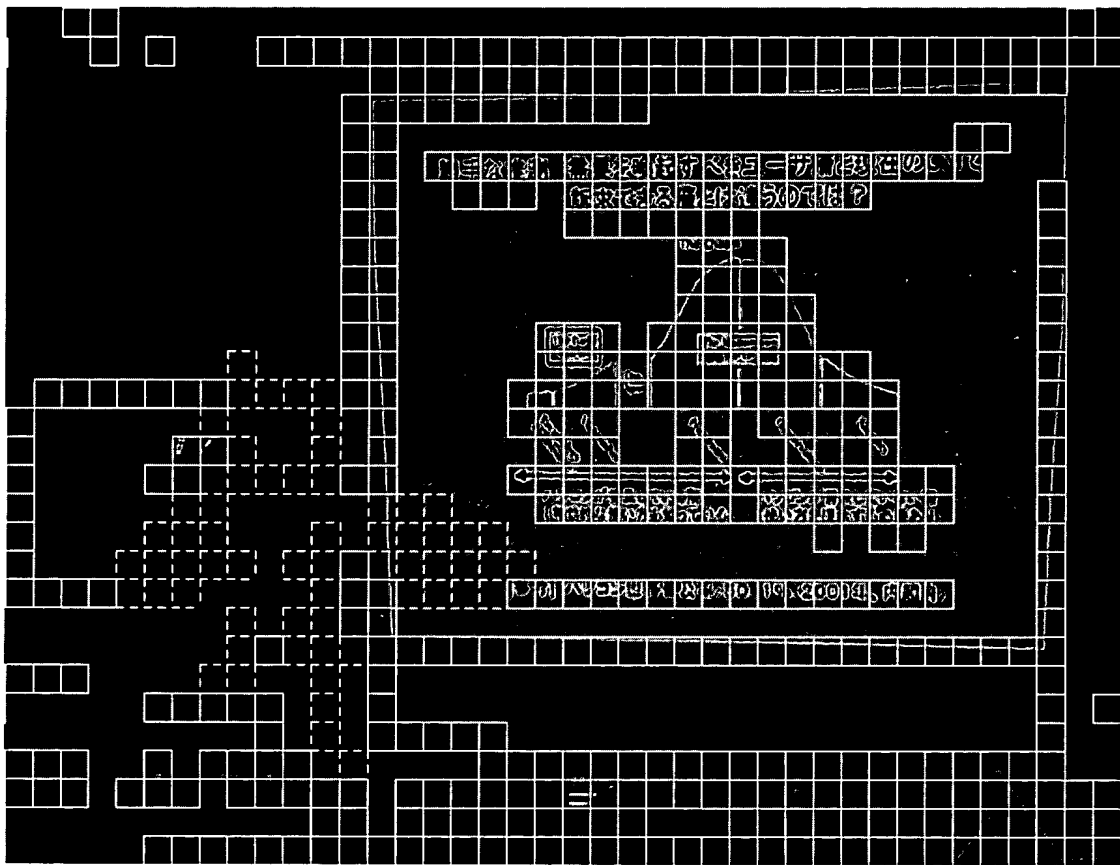


FIG. 9

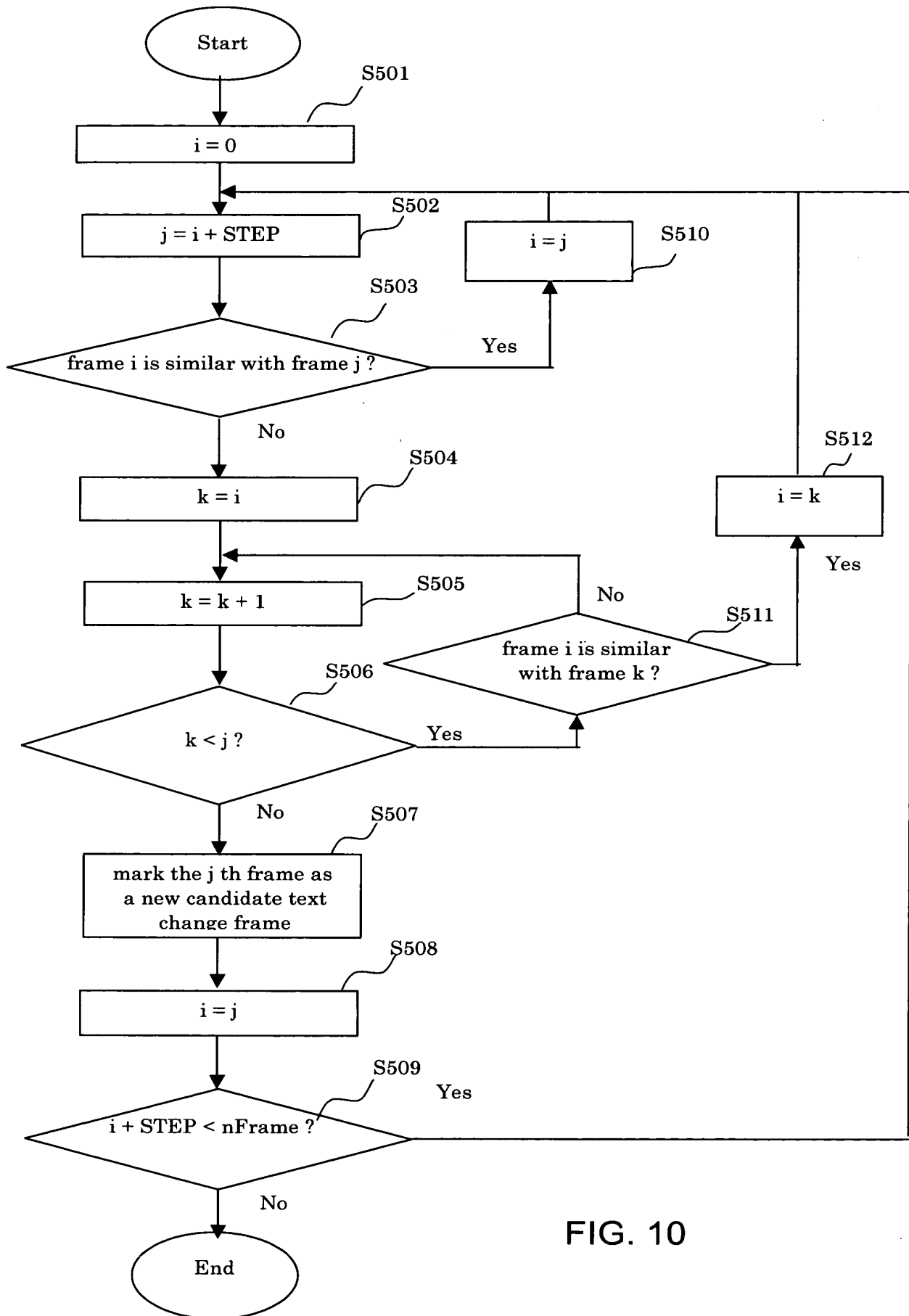


FIG. 10

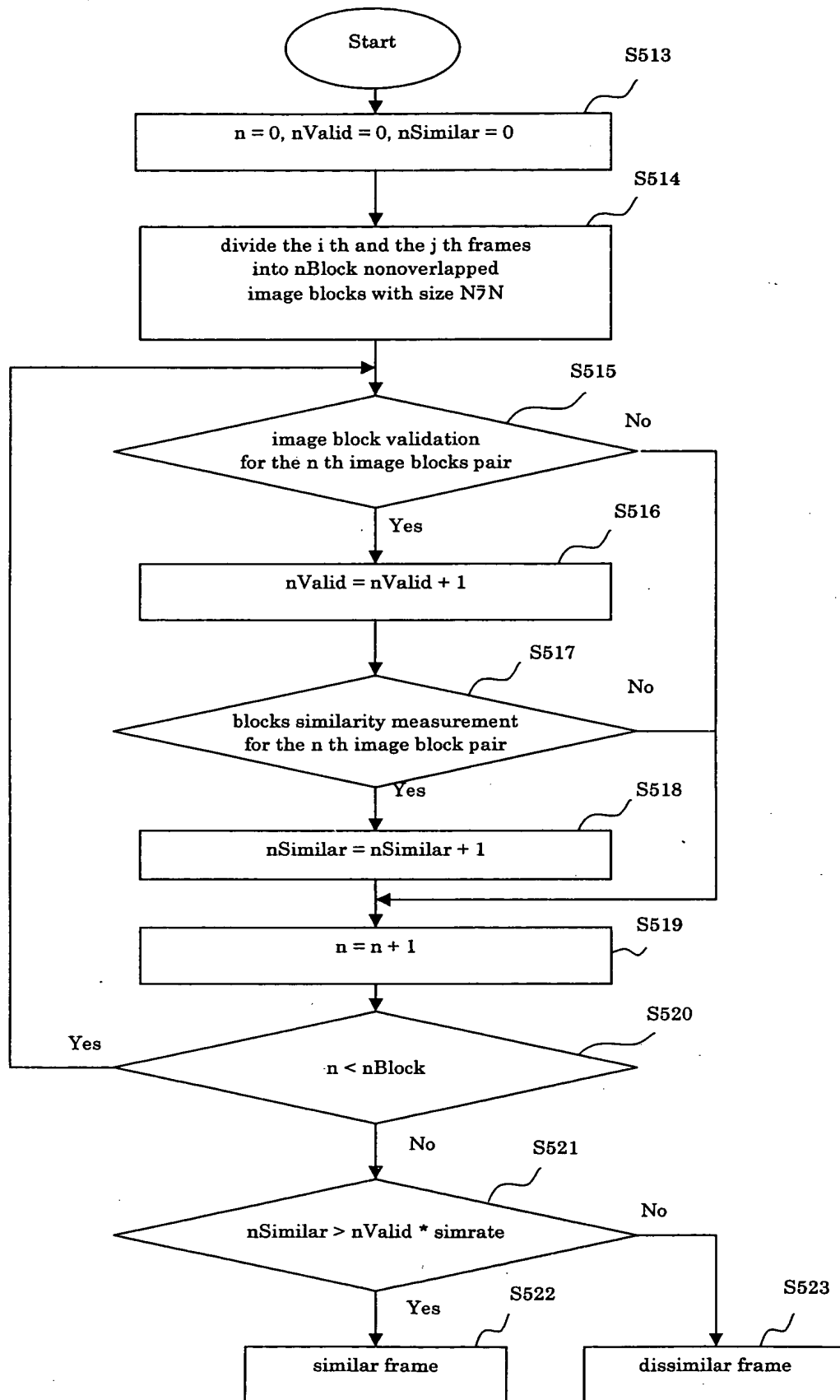


FIG. 11

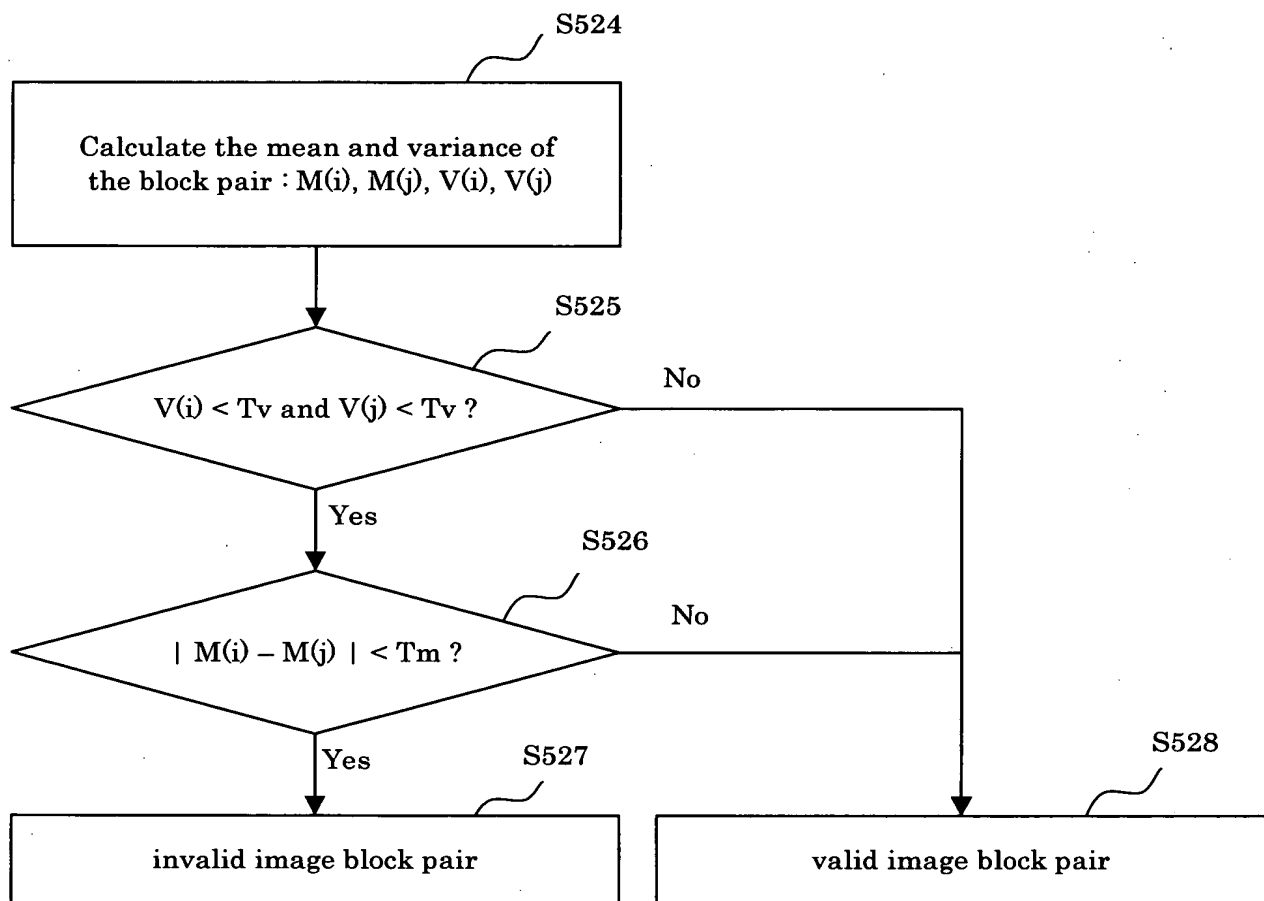


FIG. 12

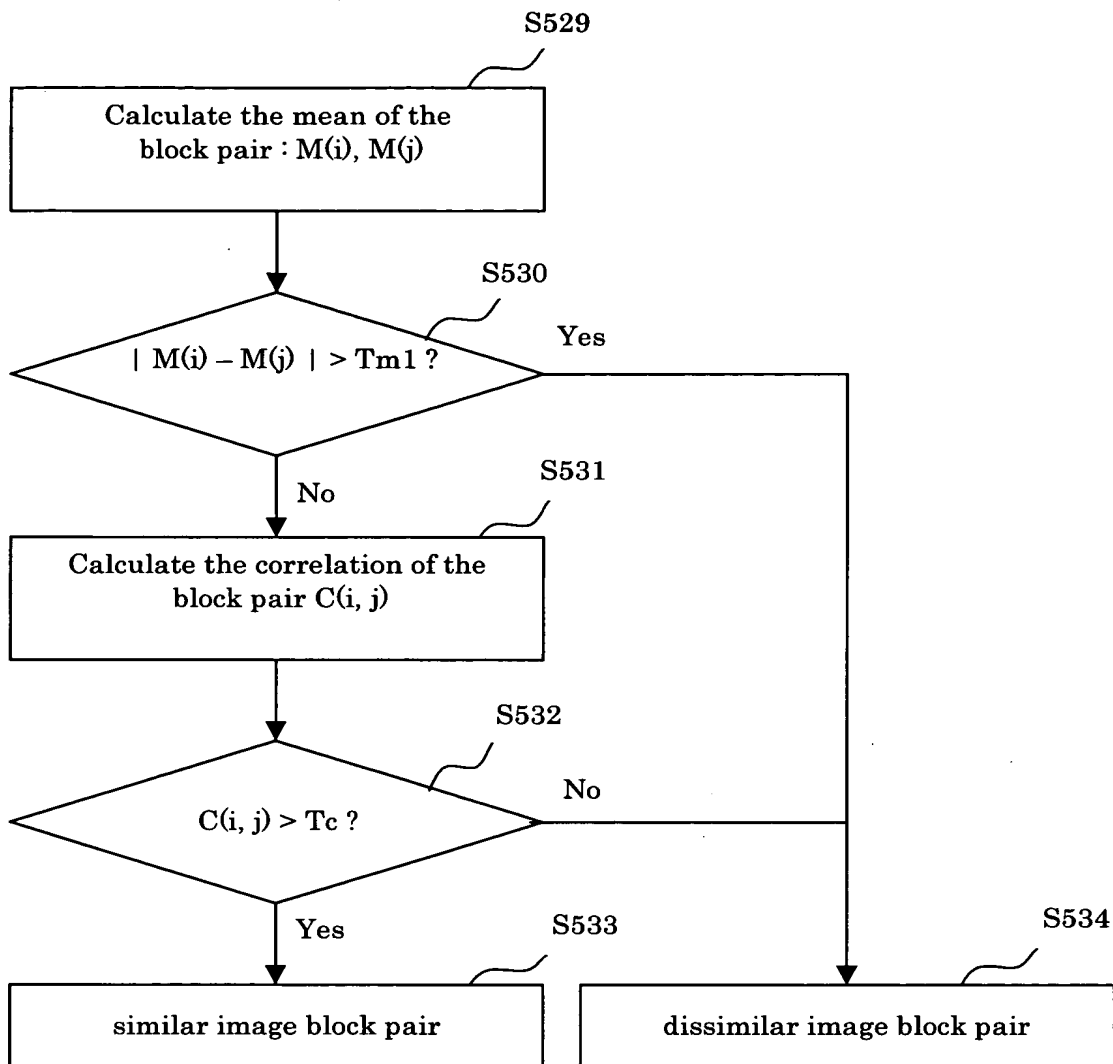


FIG. 13

### 社内向けアンケートシステムの展開

- ・GM以外の部署についても使える。
- ・システムとしての成熟が進んだ段階で  
MyOFFICEのようにアンケートシステム自体を売る。
- ・製造企業向けに提供し、建設業のアンケートに  
富士通社員が答えたり、その逆を行う。  
(富士通社員がアンケートを実施する。)

FIG. 14

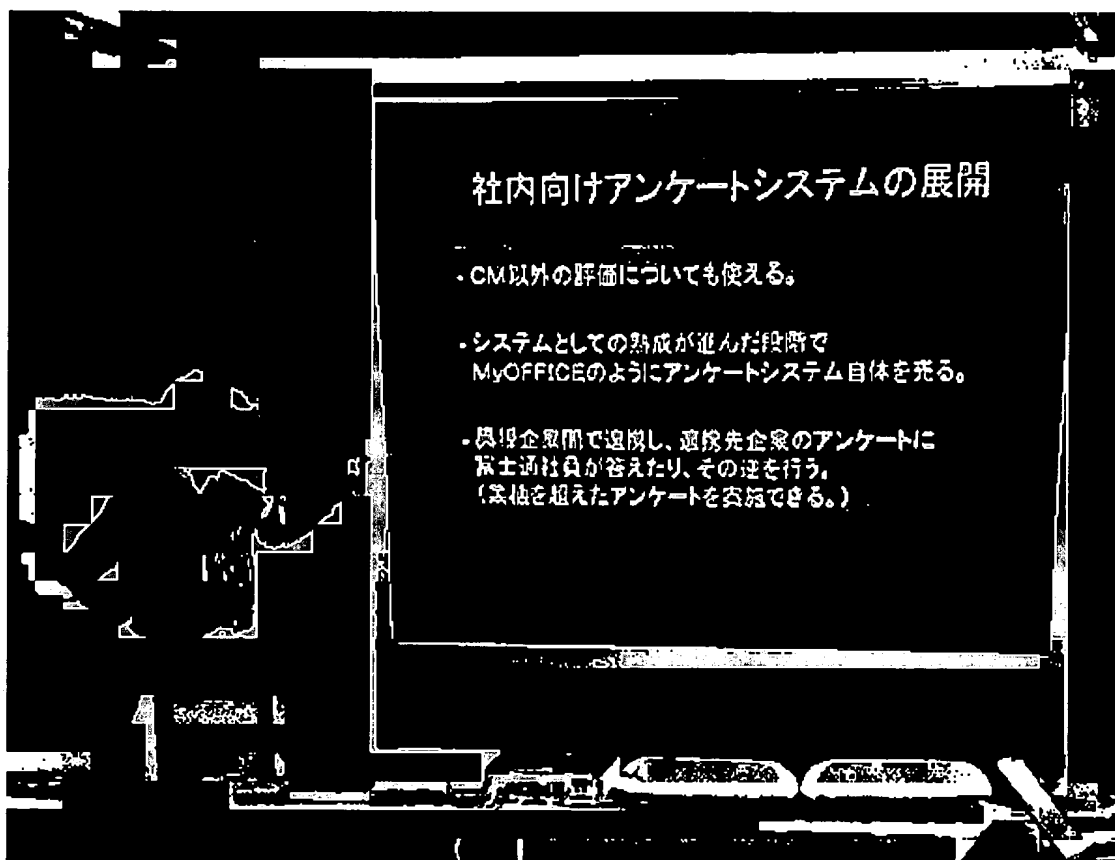


FIG. 15

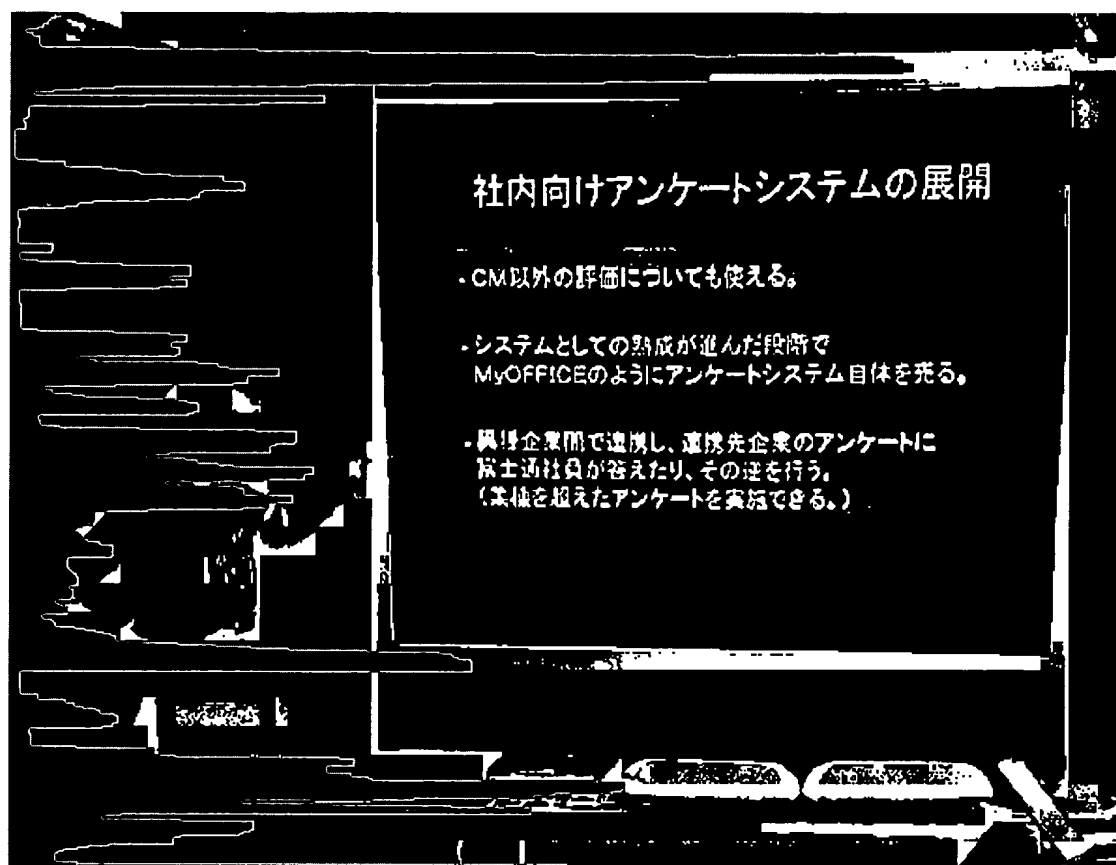


FIG. 16



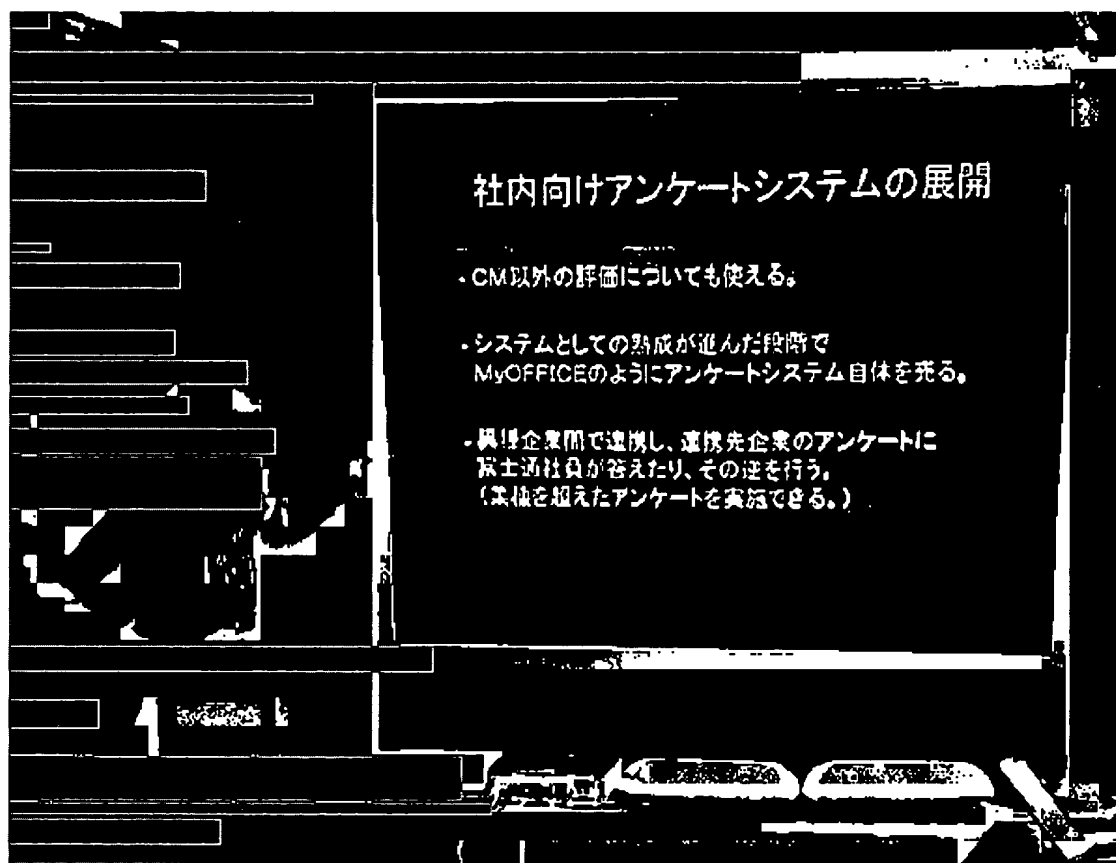


FIG. 17

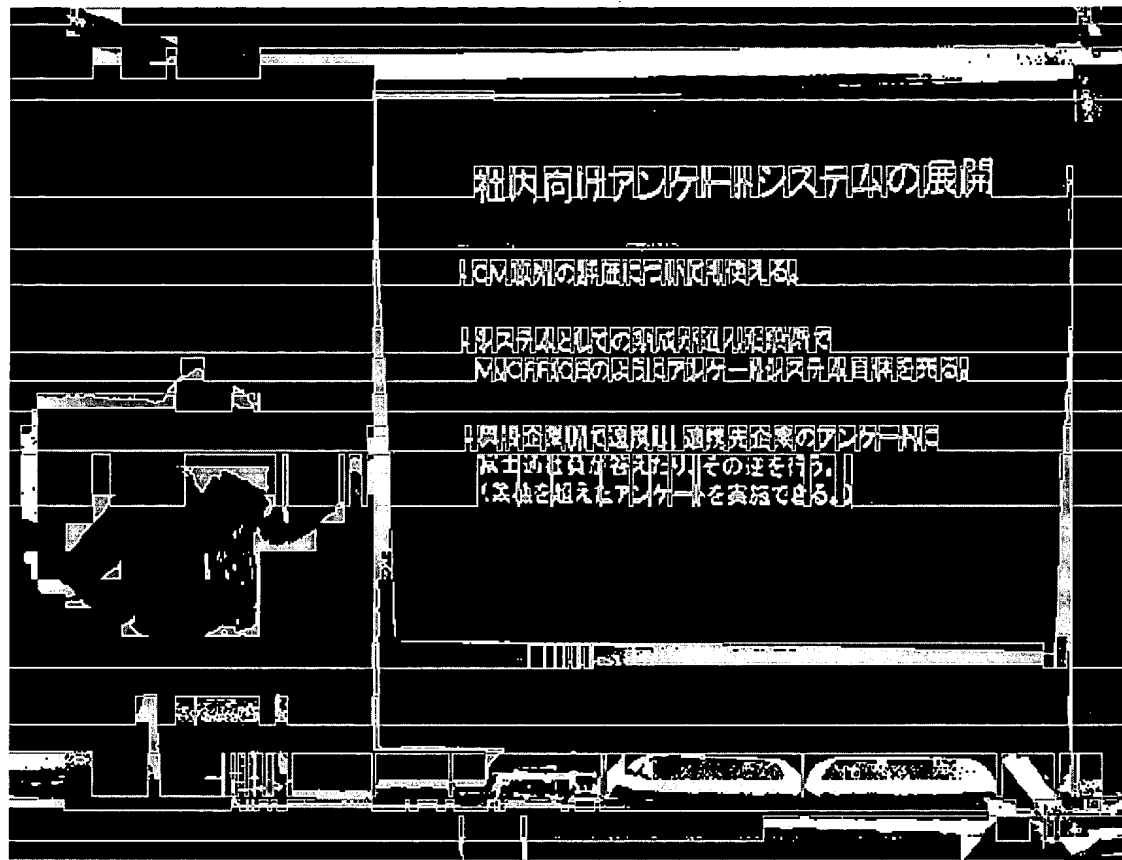


FIG. 18

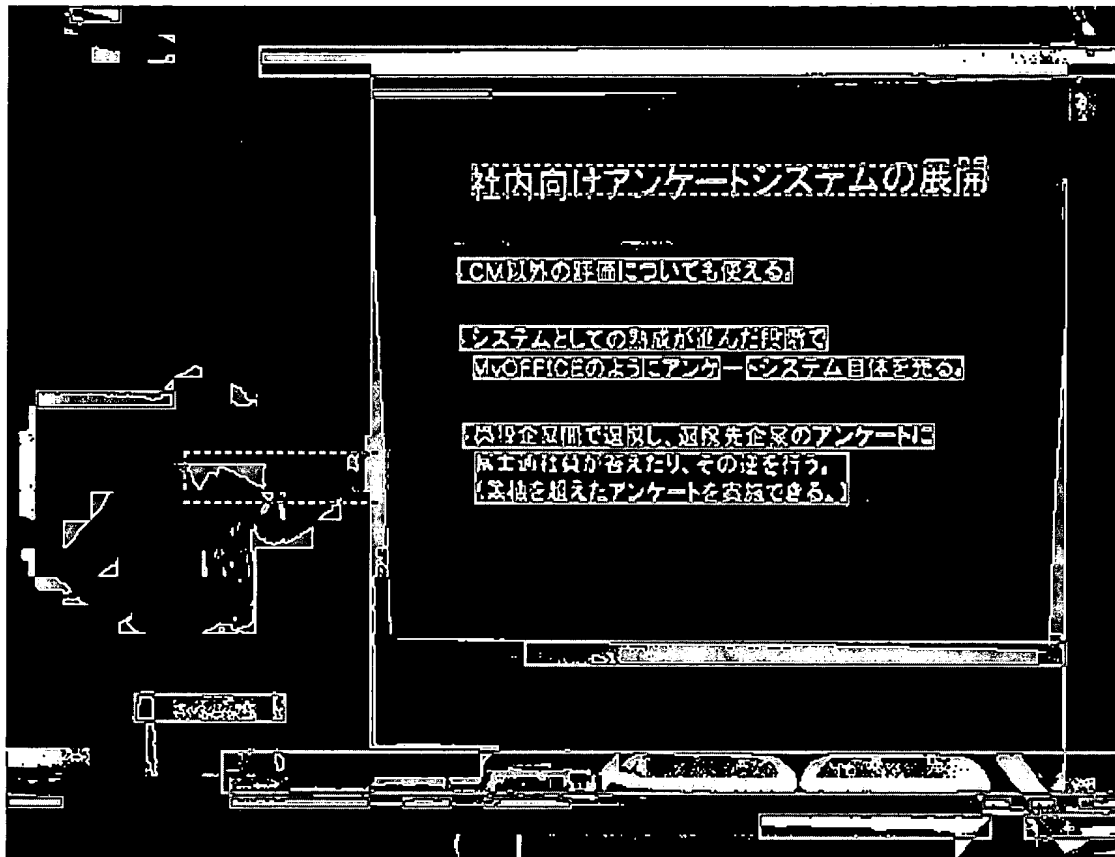


FIG. 19



FIG. 20

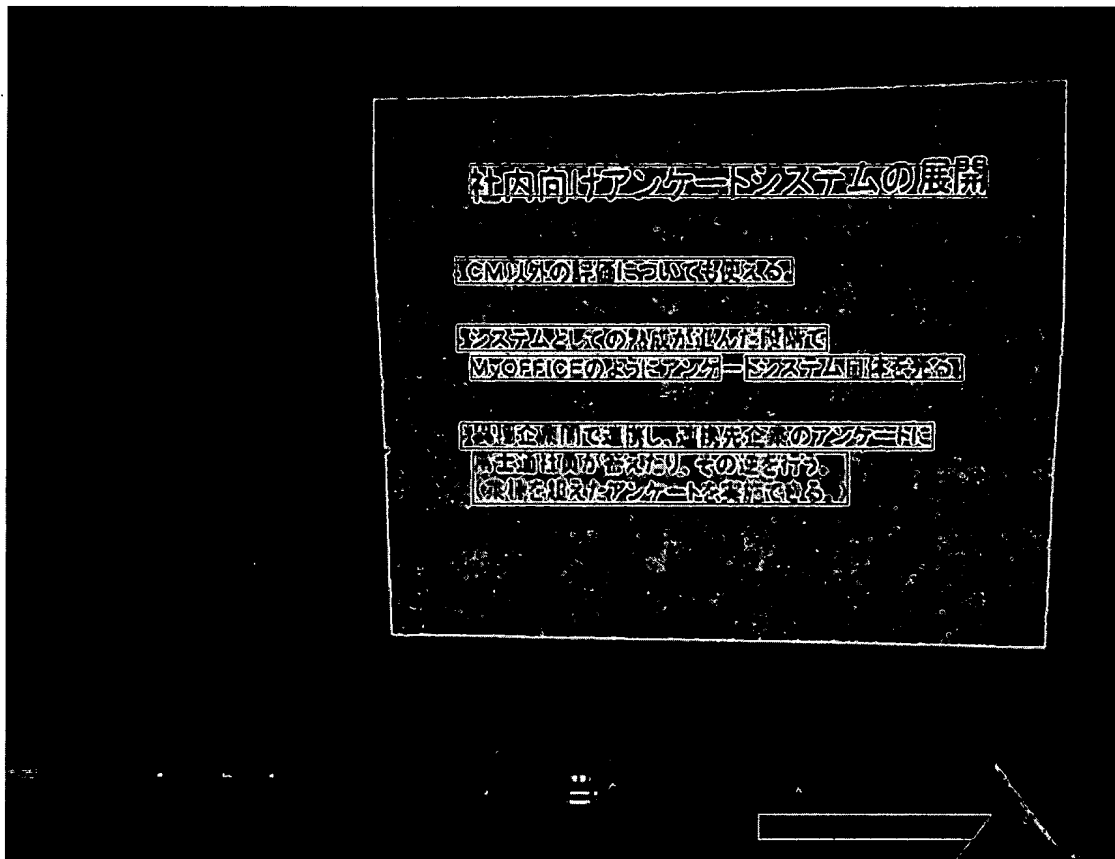


FIG. 21

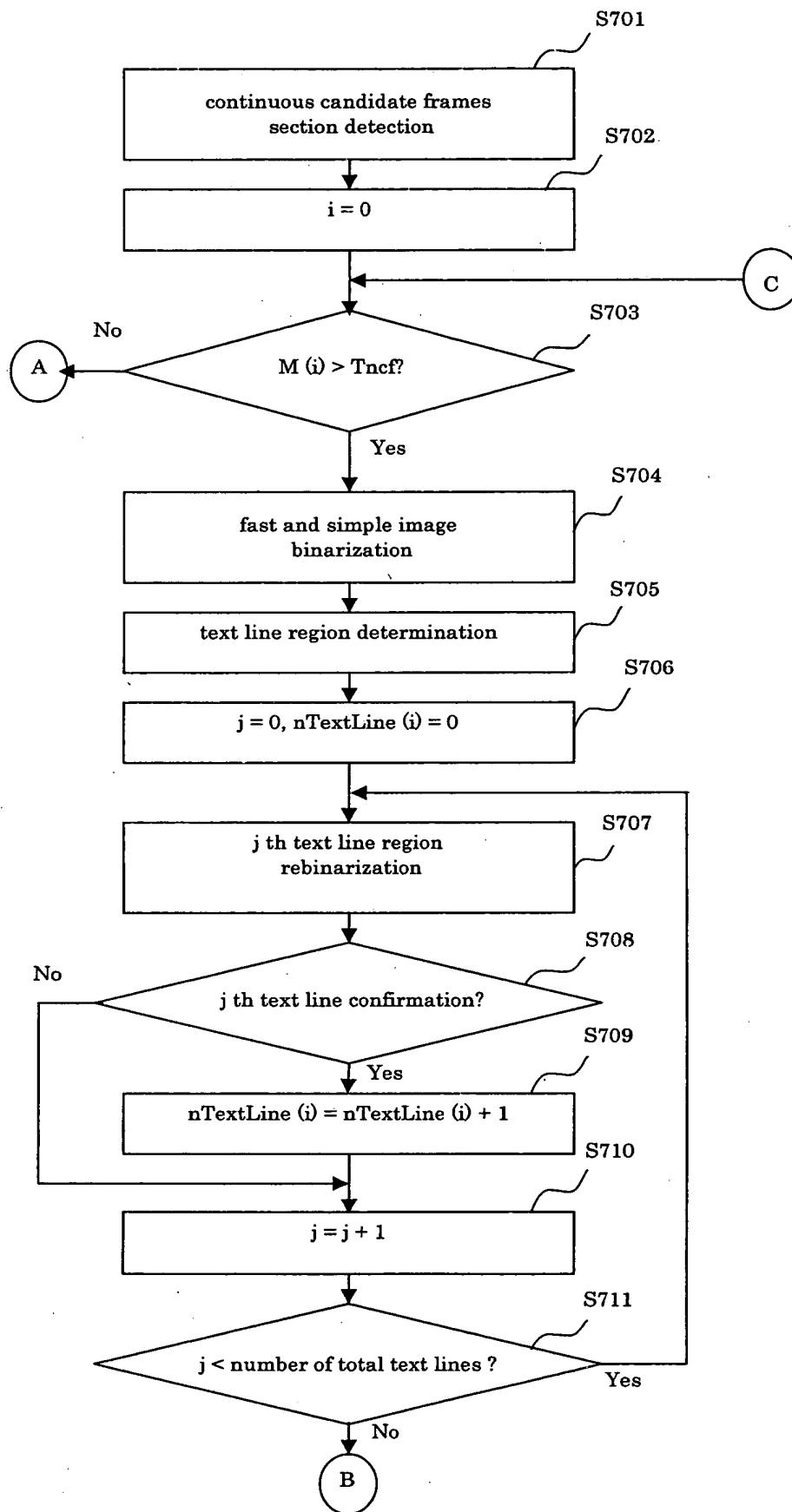


FIG. 22

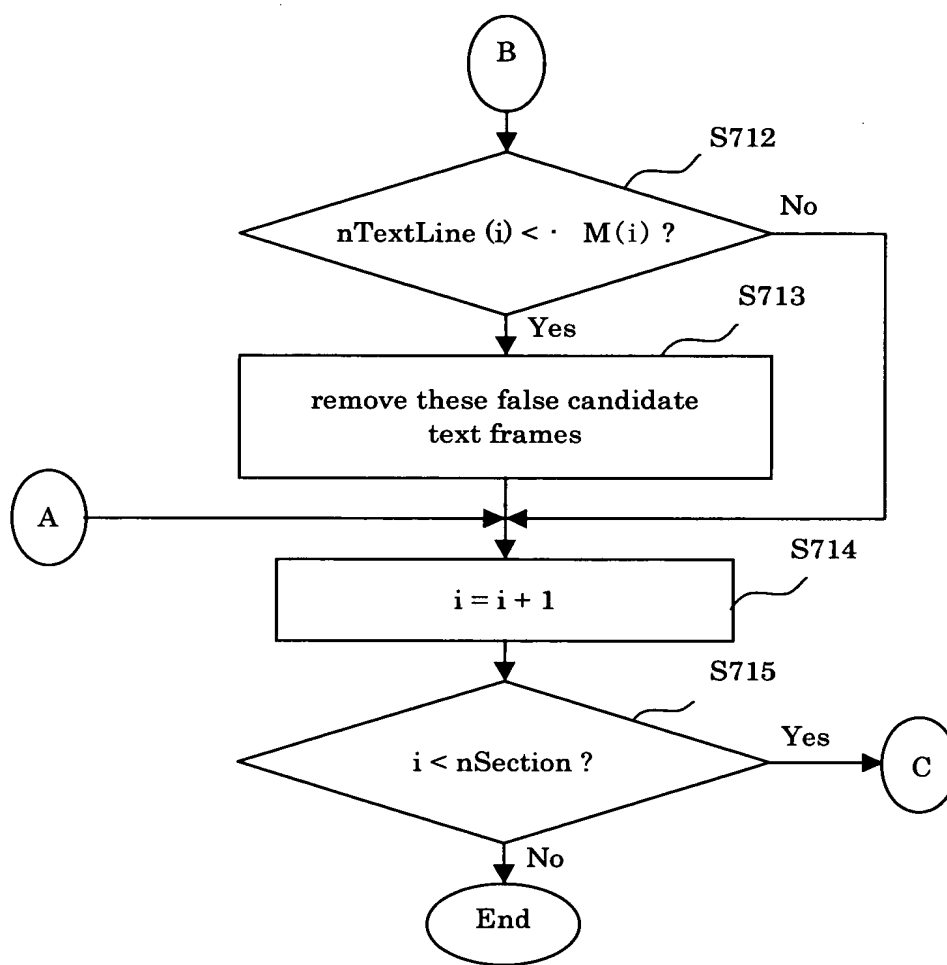


FIG. 23

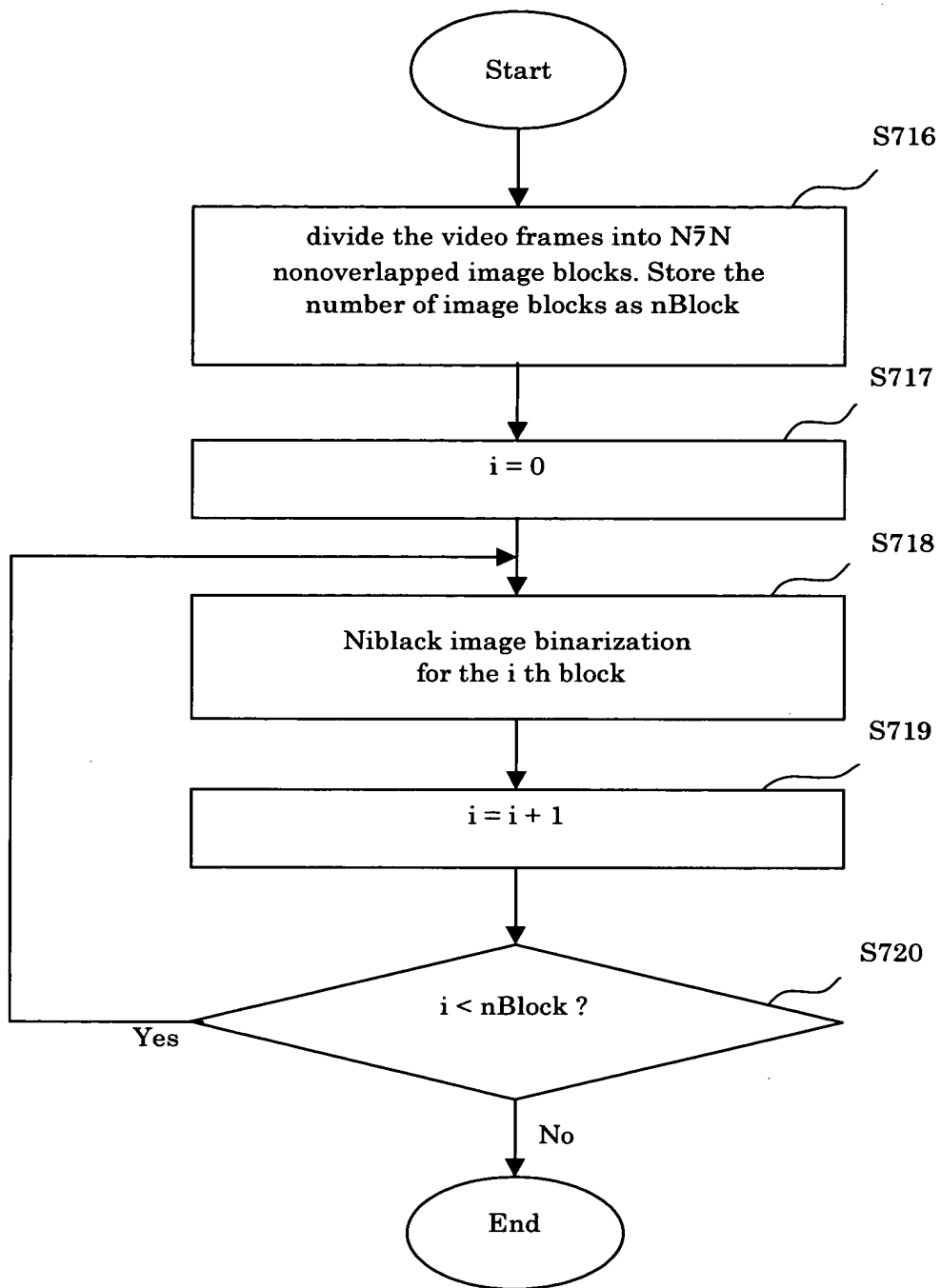


FIG. 24



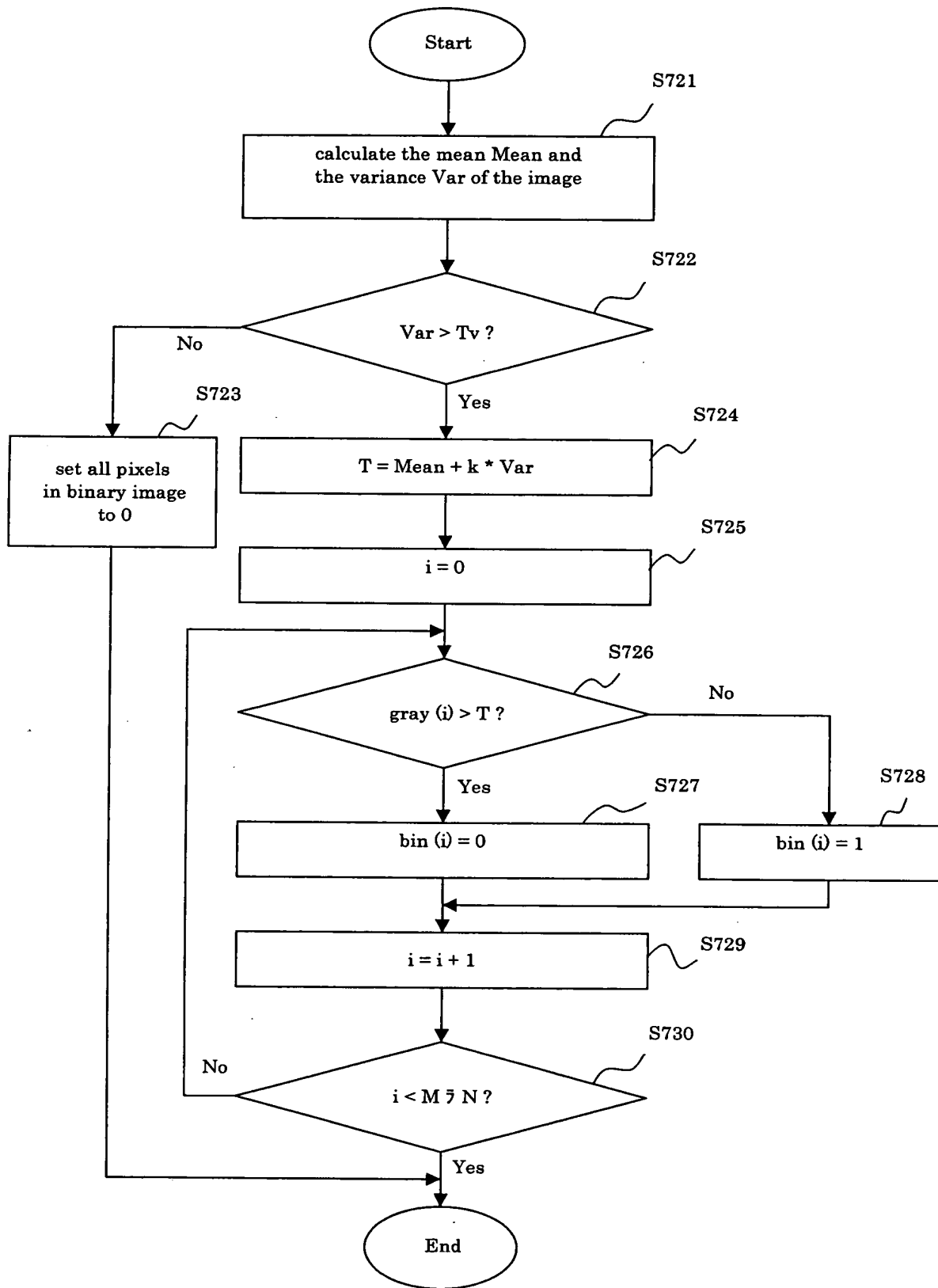


FIG. 25

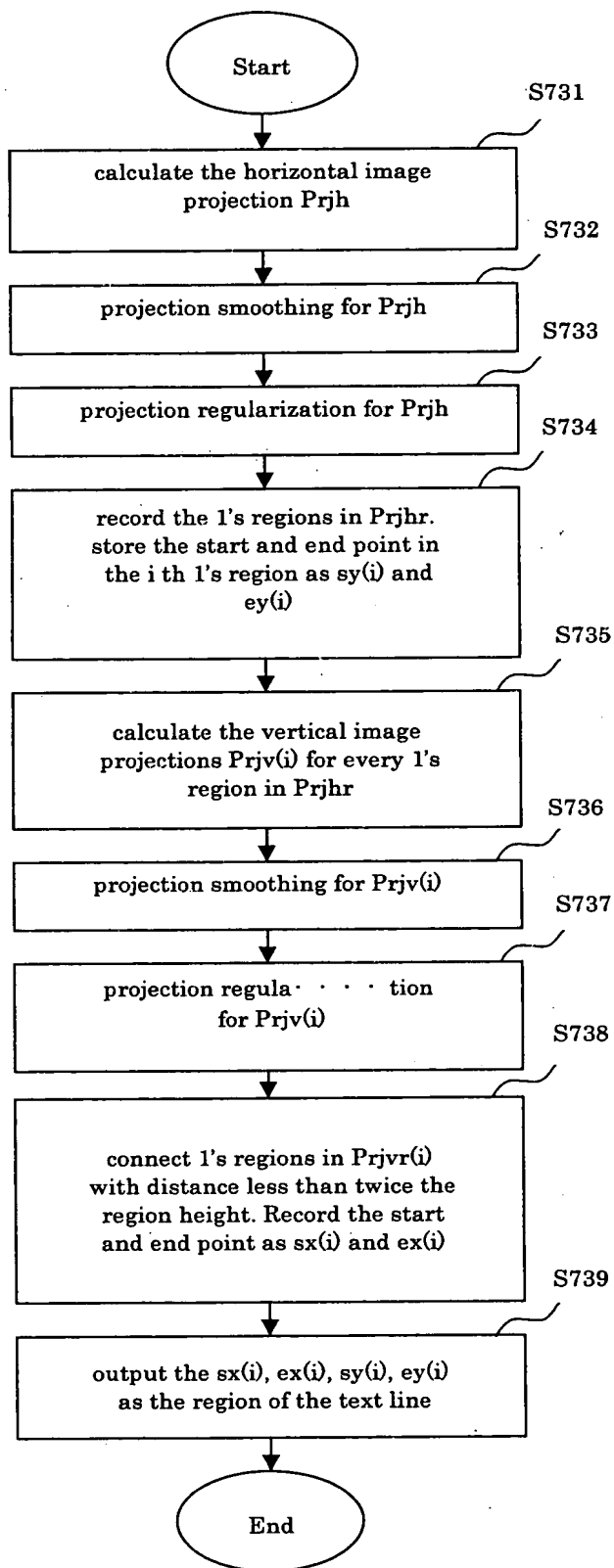


FIG. 26

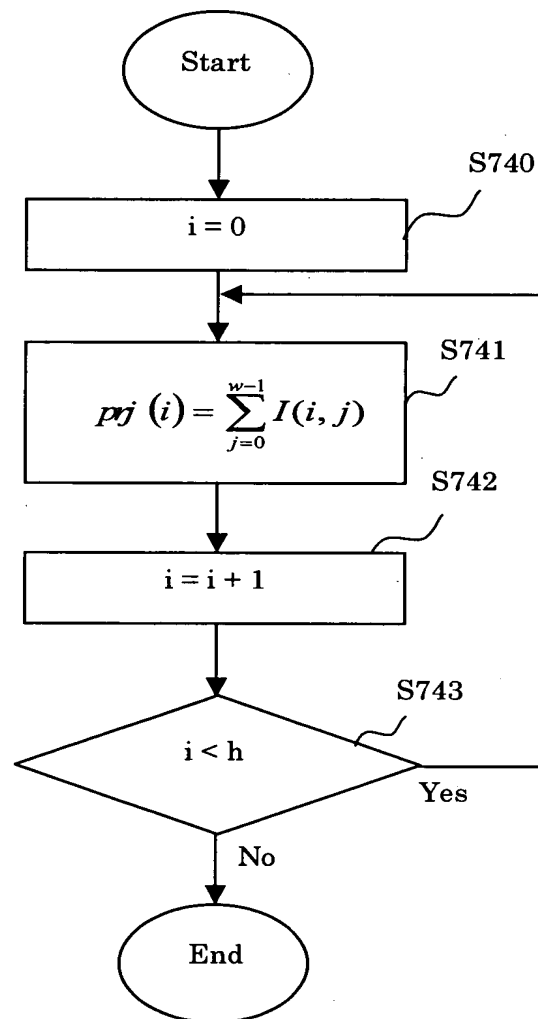


FIG. 27

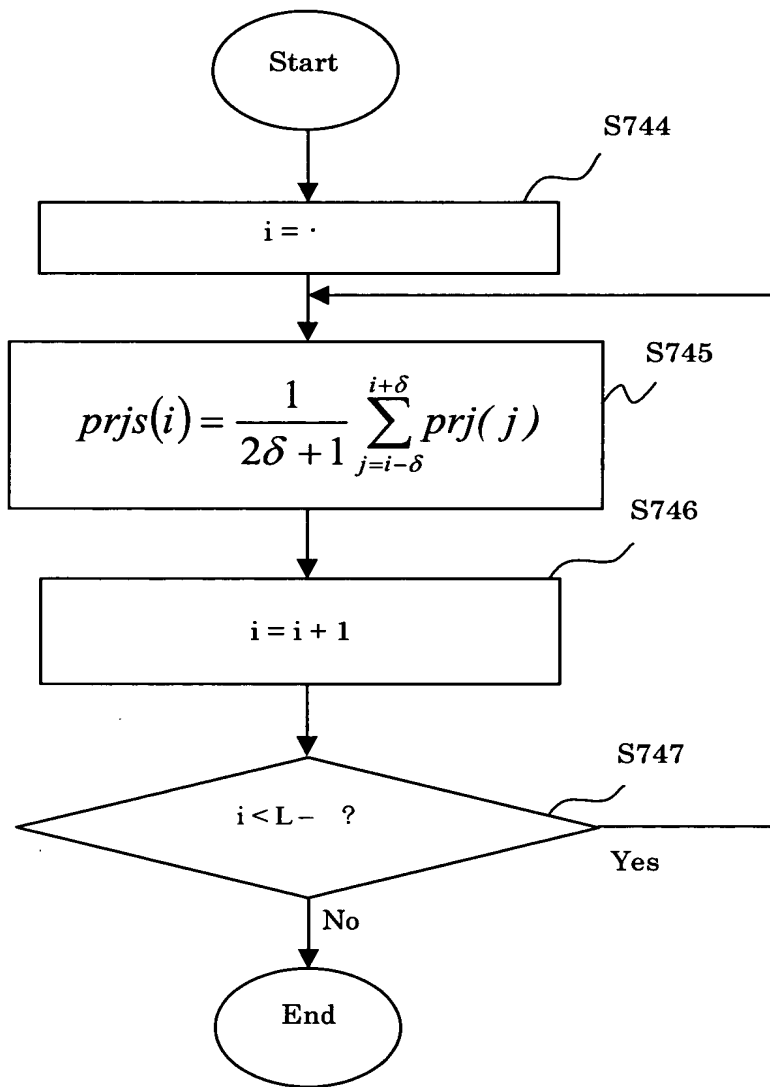


FIG. 28

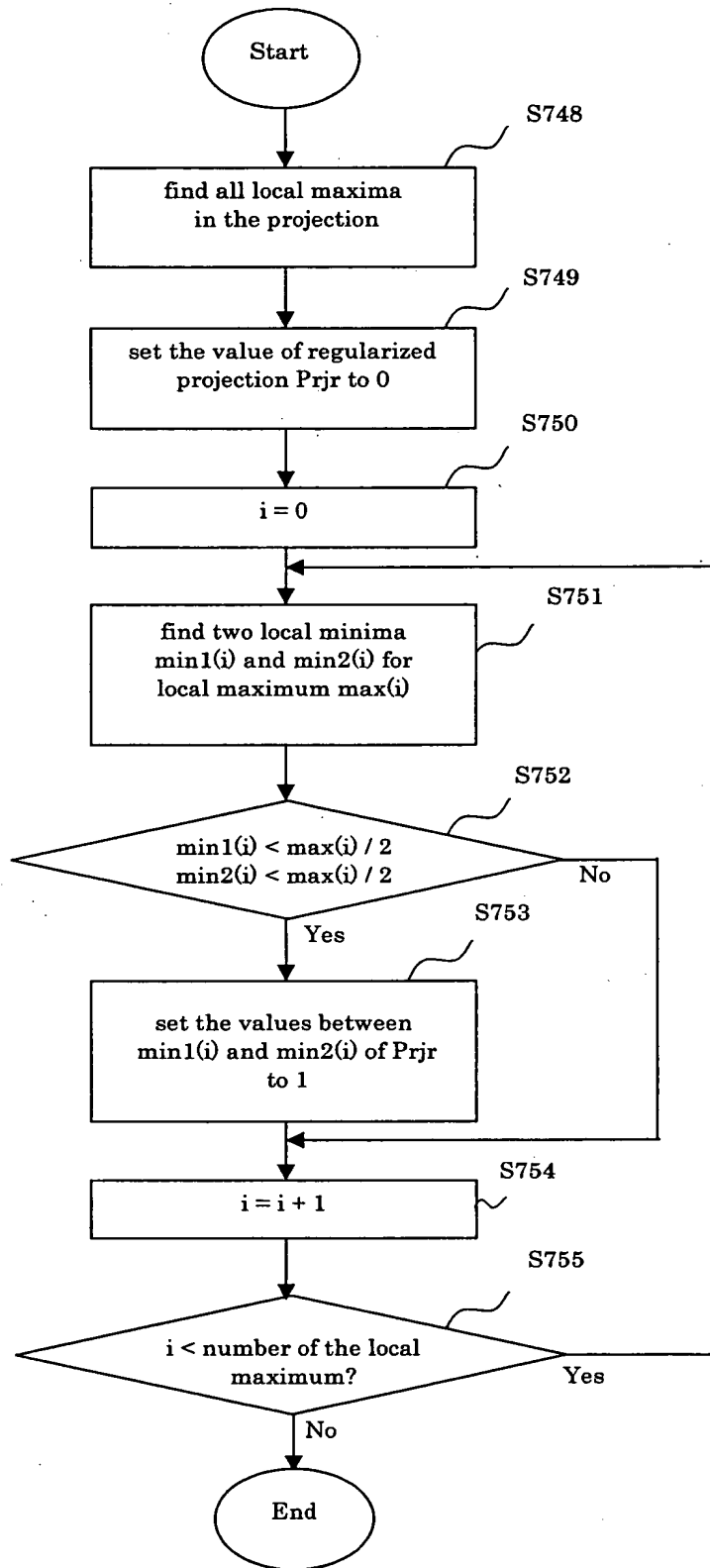


FIG. 29

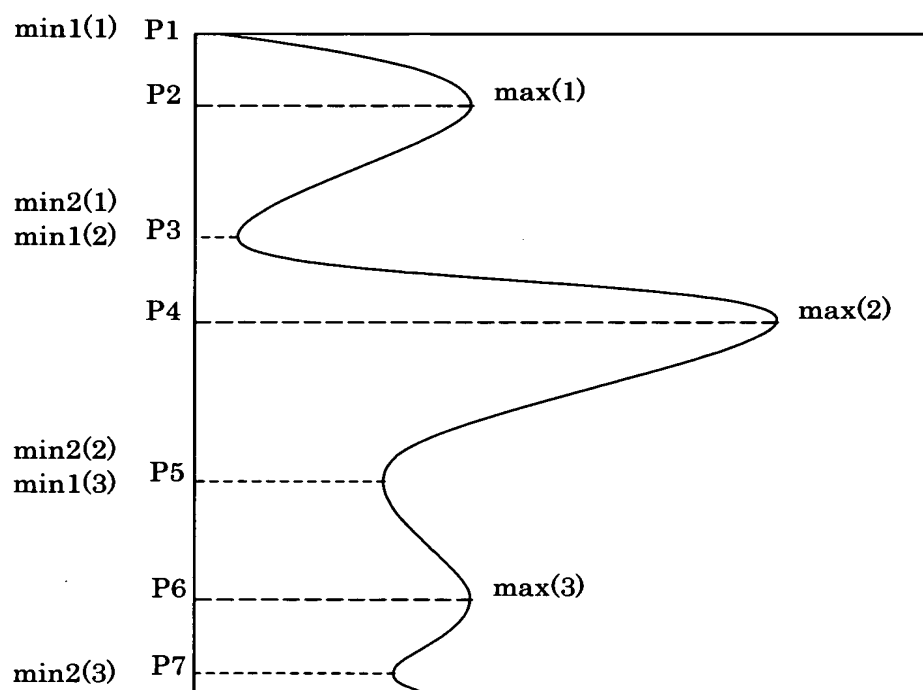


FIG. 30

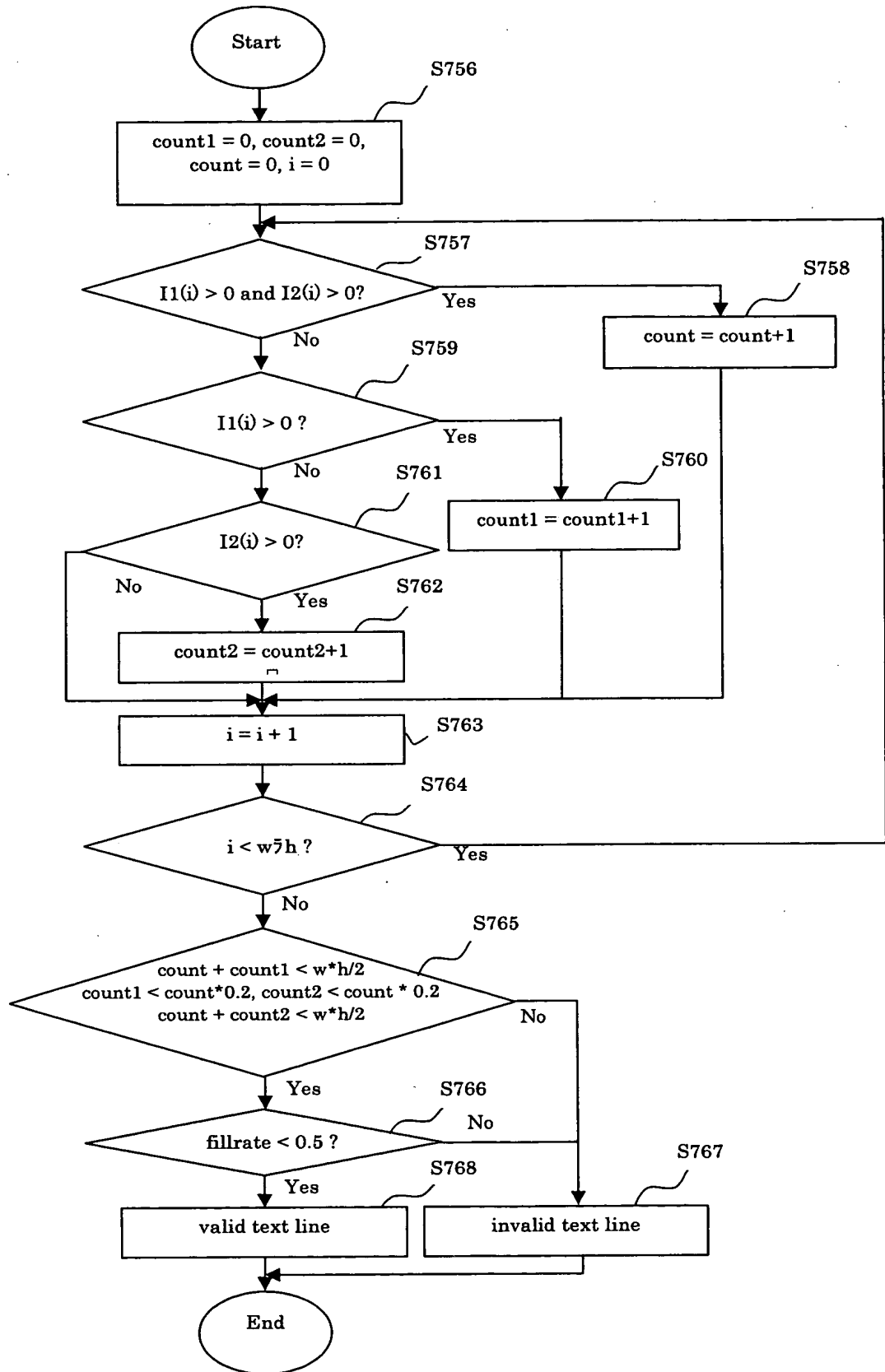


FIG. 31

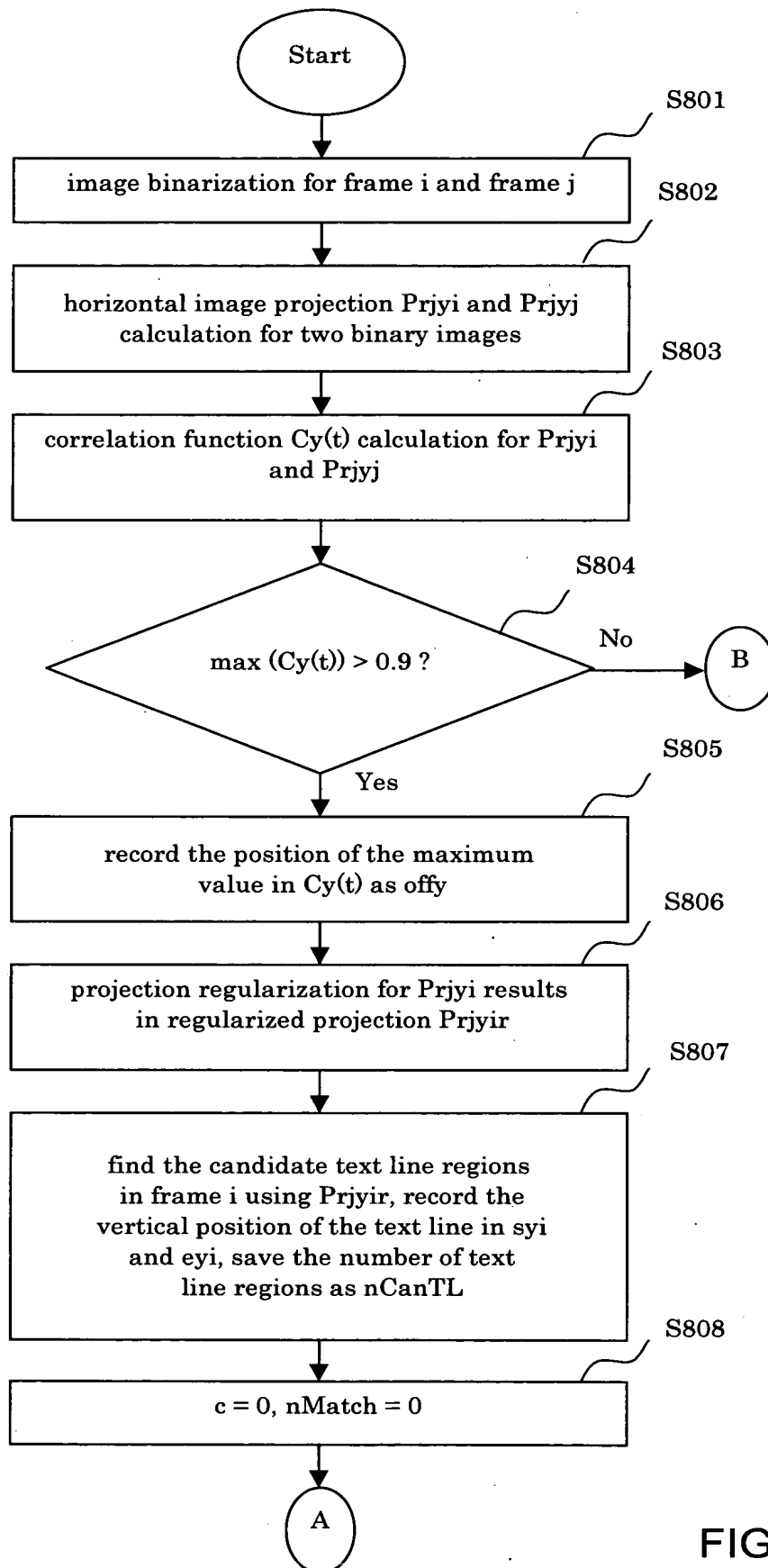


FIG. 32



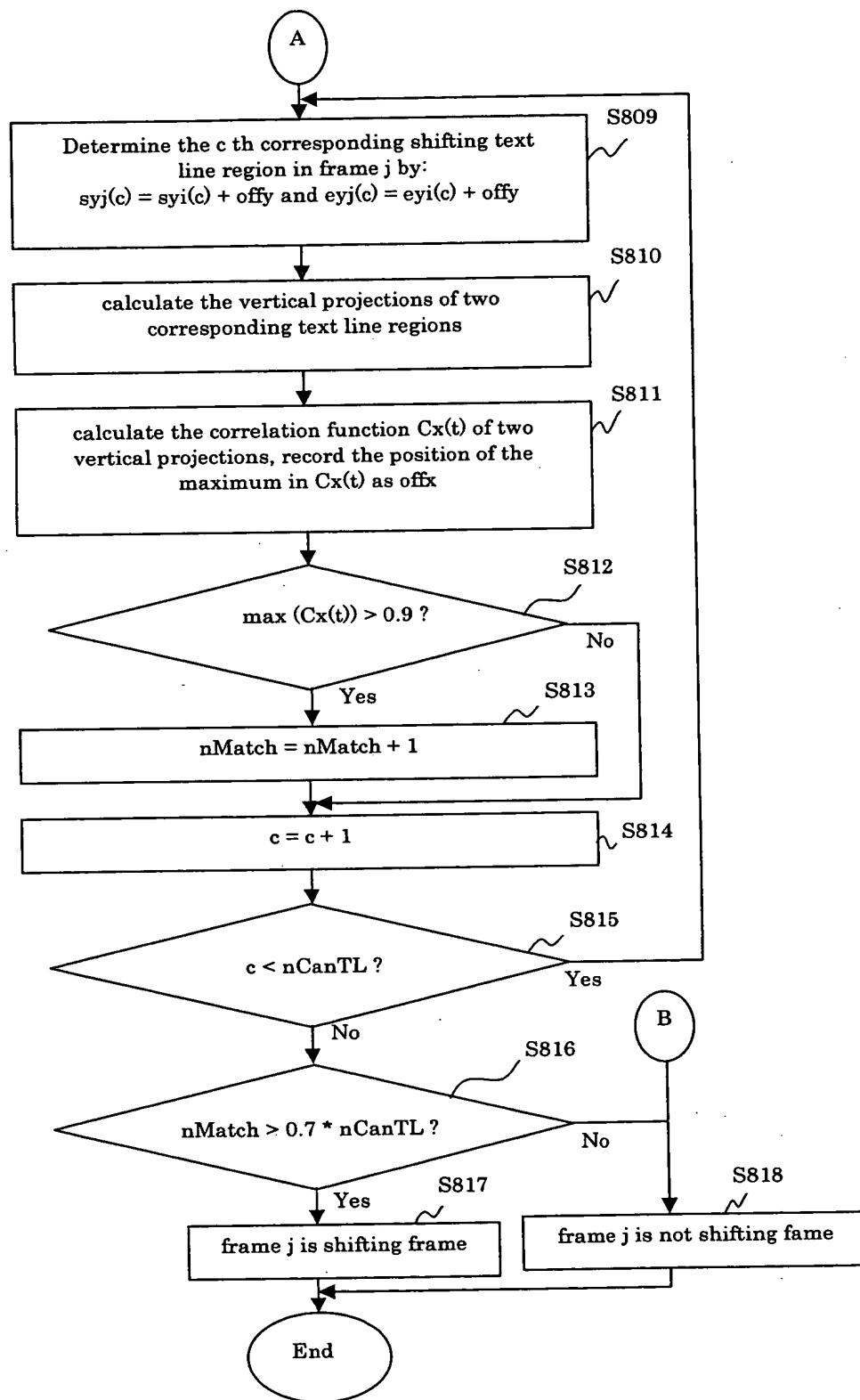


FIG. 33

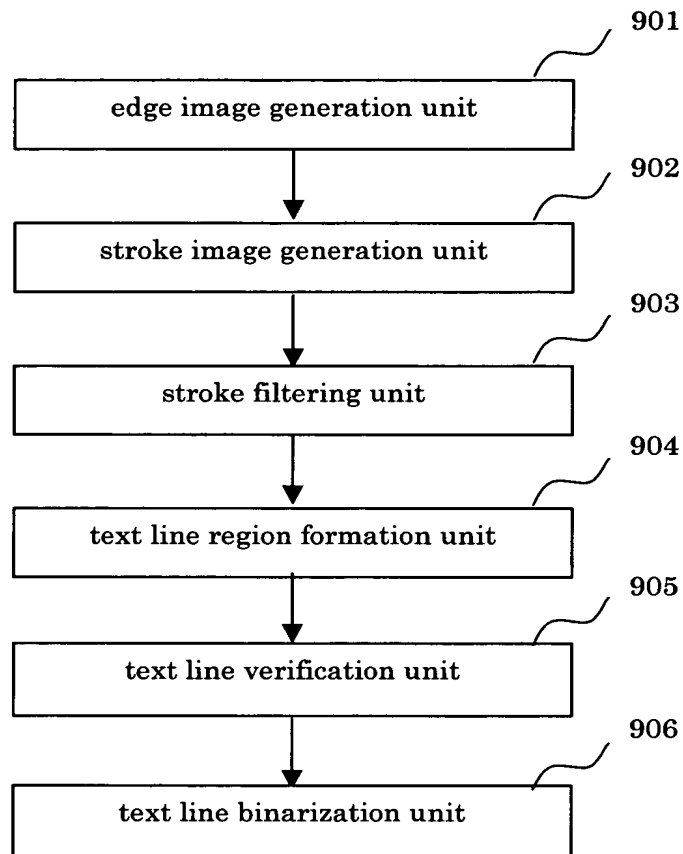


FIG. 34

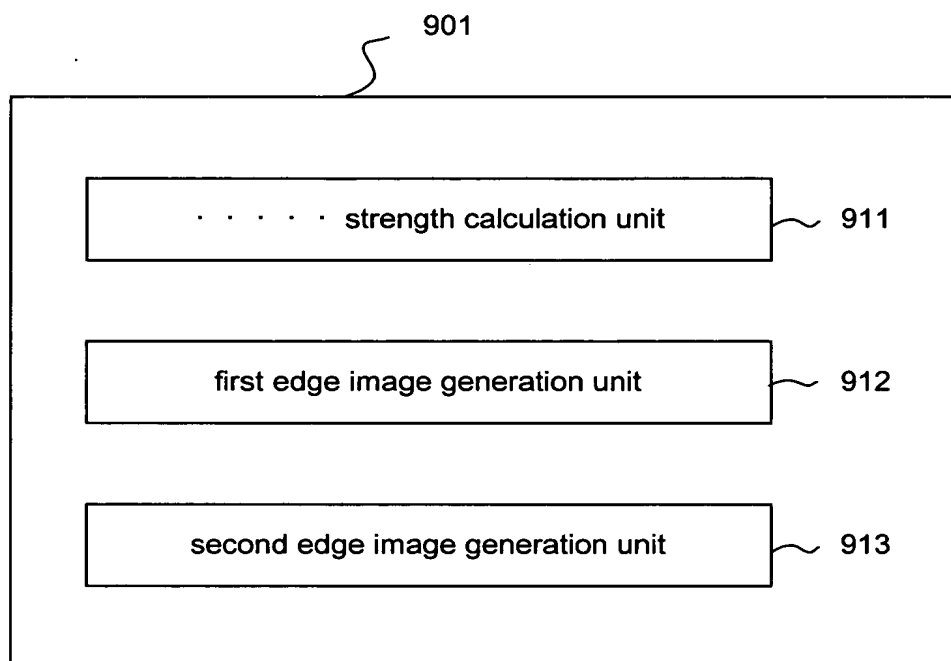


FIG. 35

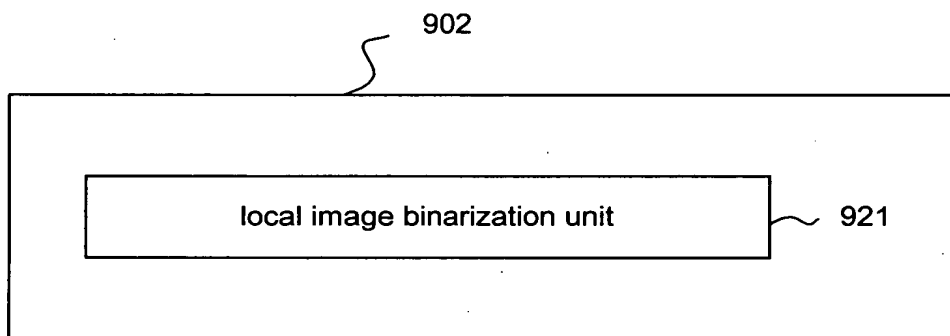


FIG. 36

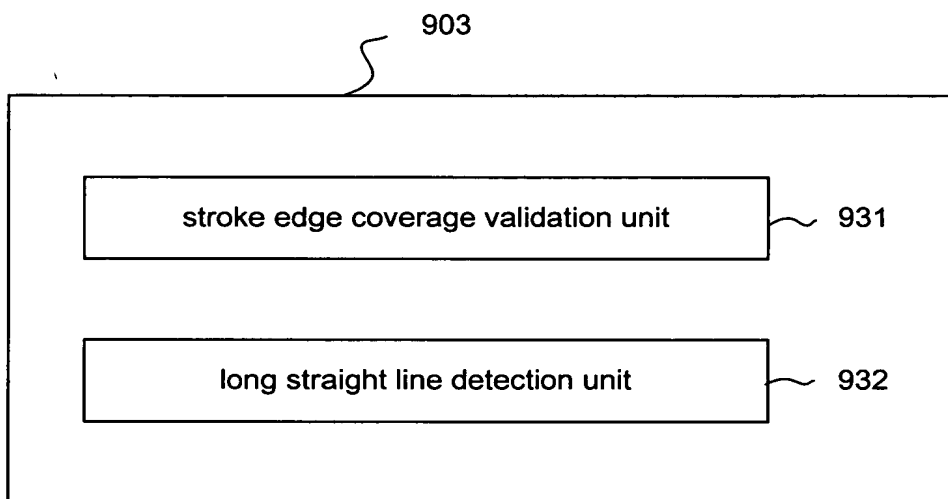


FIG. 37

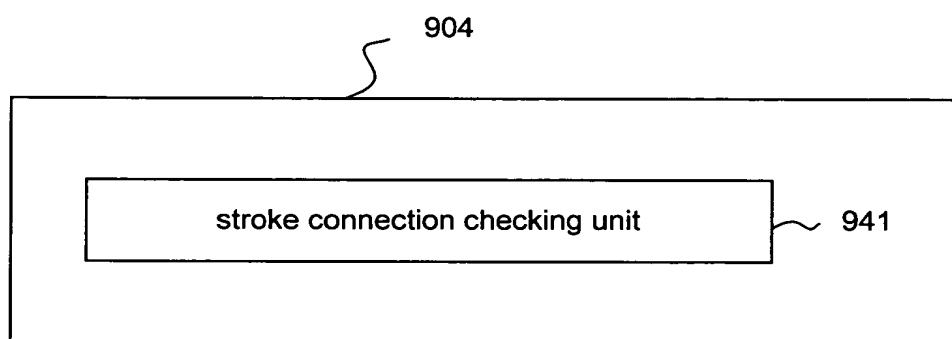


FIG. 38

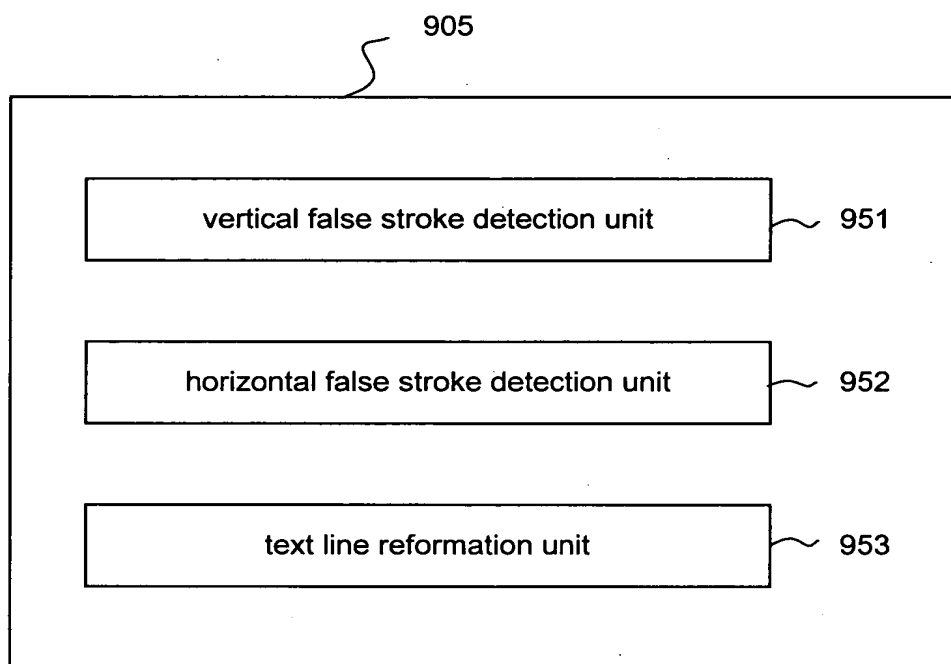


FIG. 39

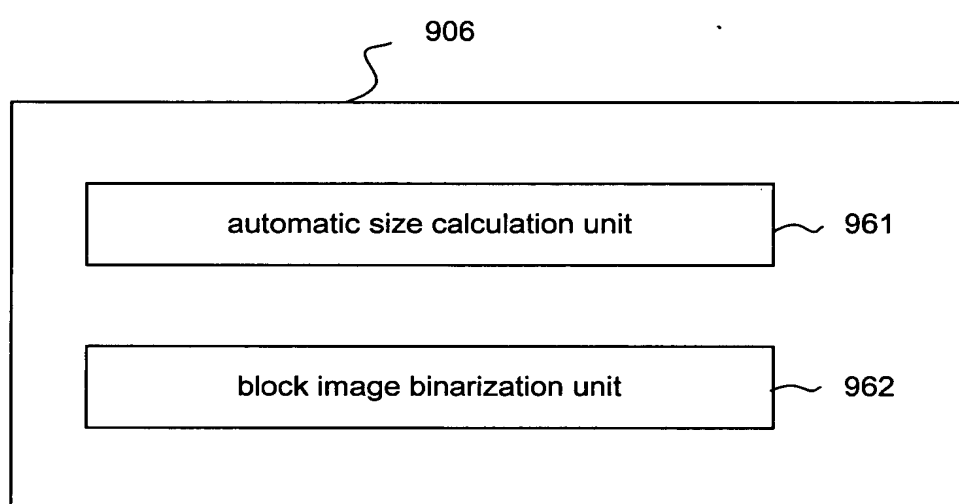


FIG. 40



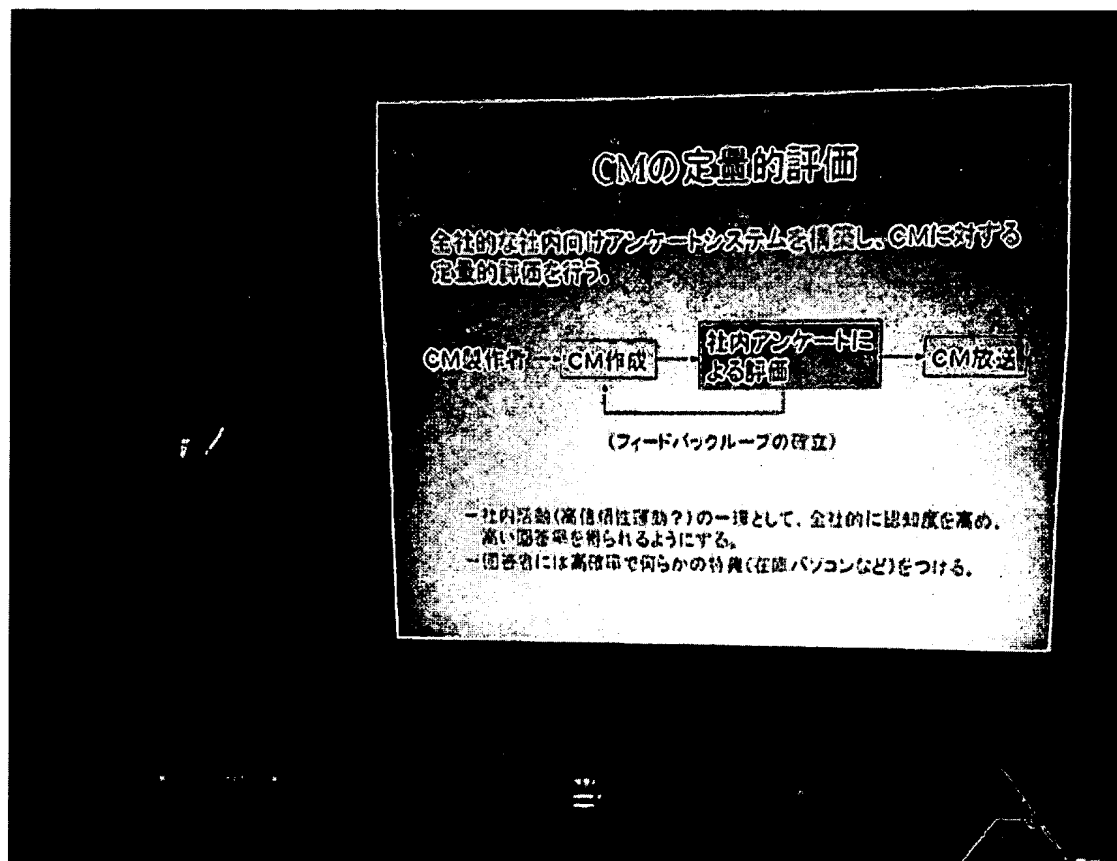


FIG. 41

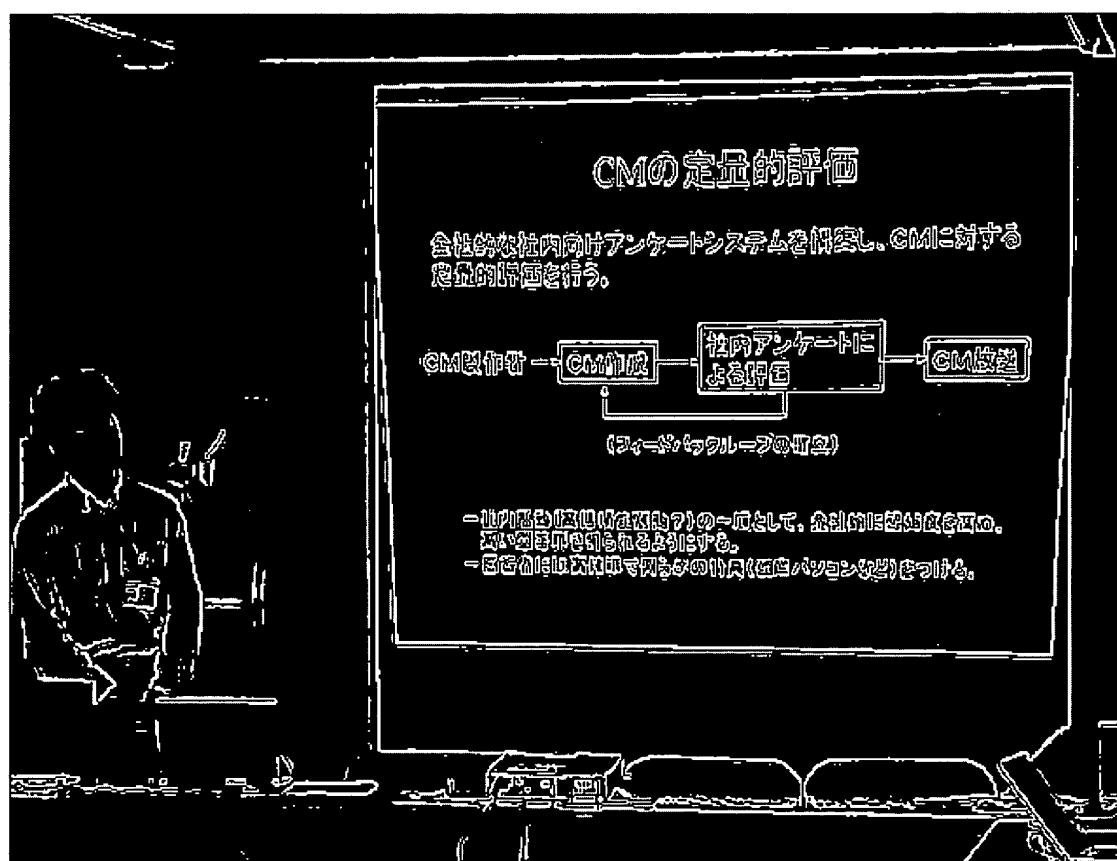


FIG. 42

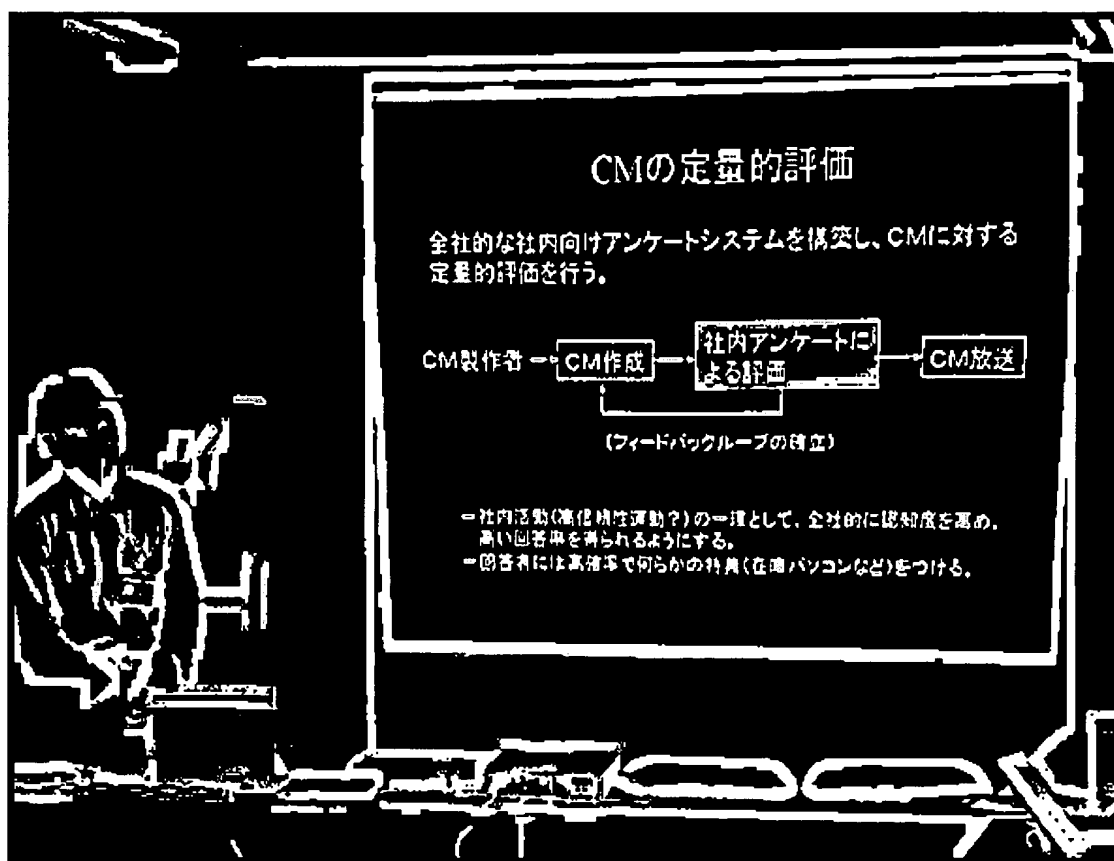


FIG. 43

## CMの定量的評価

全社的な社内向けアンケートシステムを構築し、CMに対する定量的評価を行う。



- ＝社内活動(活性化運動?)の一環として、全社的に認知度を高め、高い回答率を得られるようにする。
- ＝回答者には必ずある程度の特典(在庫パソコンなど)をつける。

FIG. 44

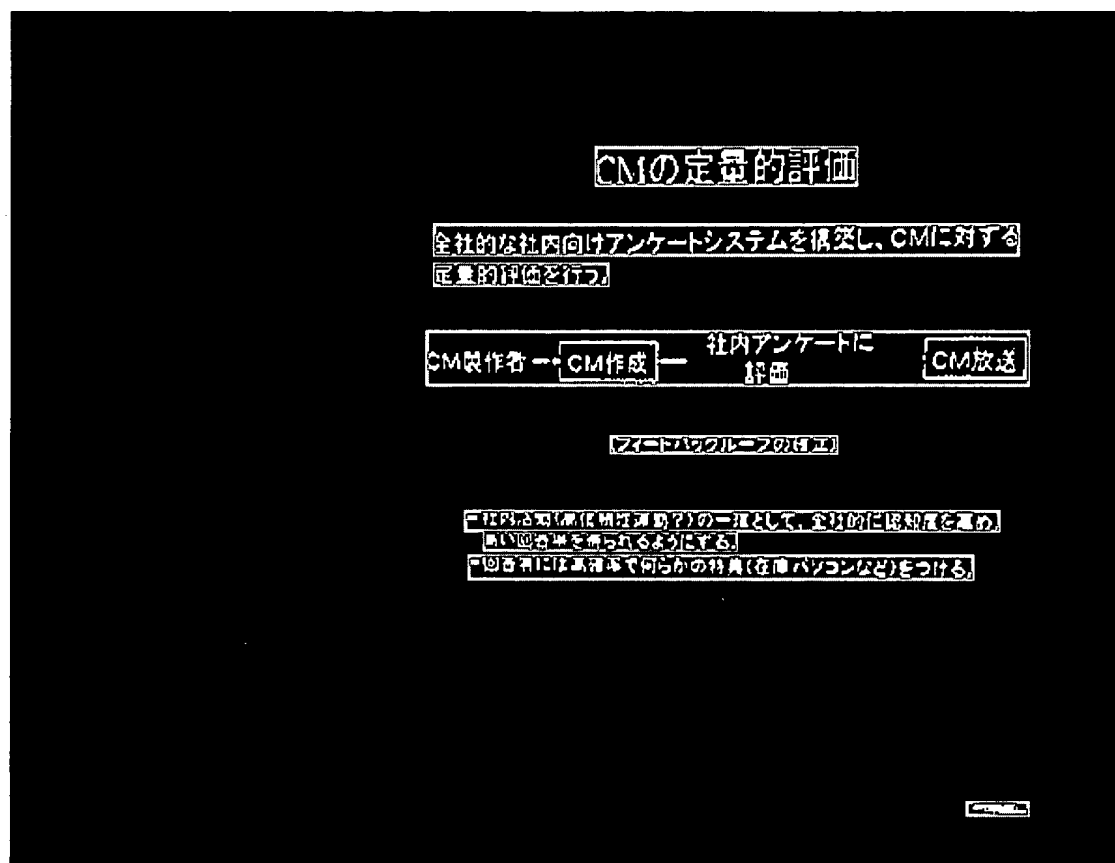


FIG. 45

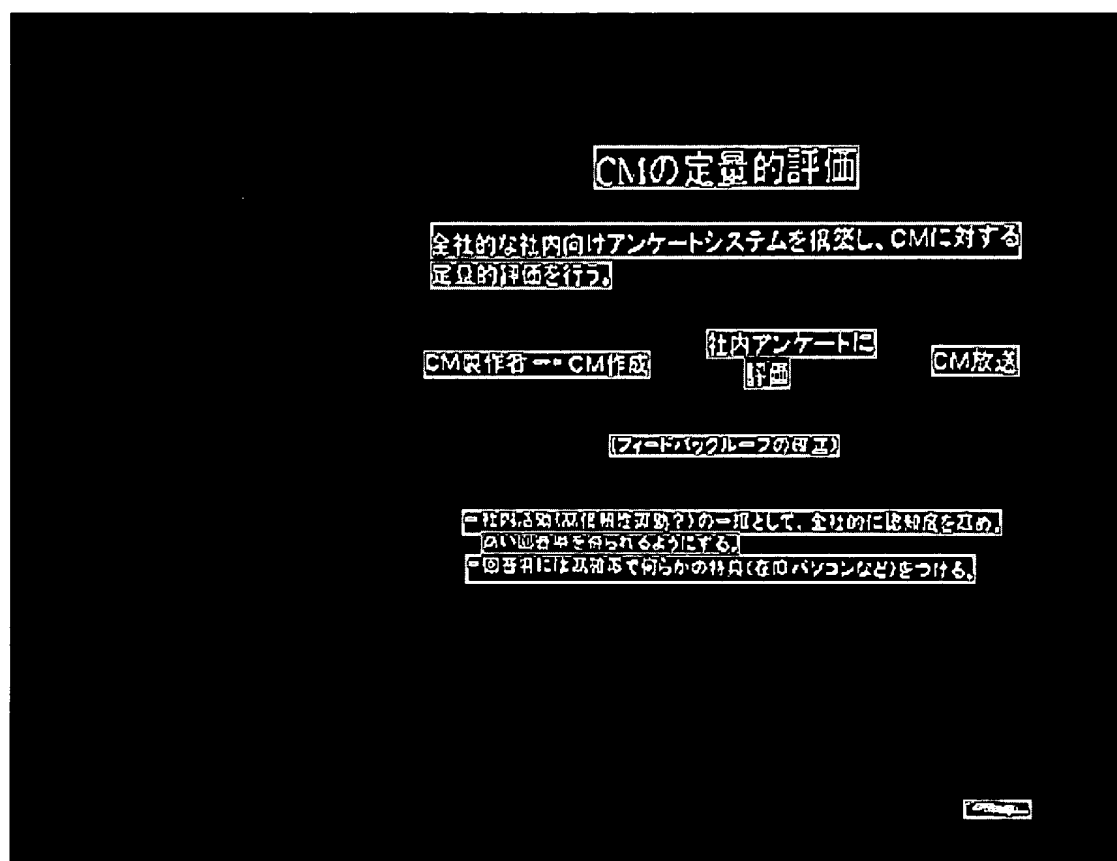


FIG. 46

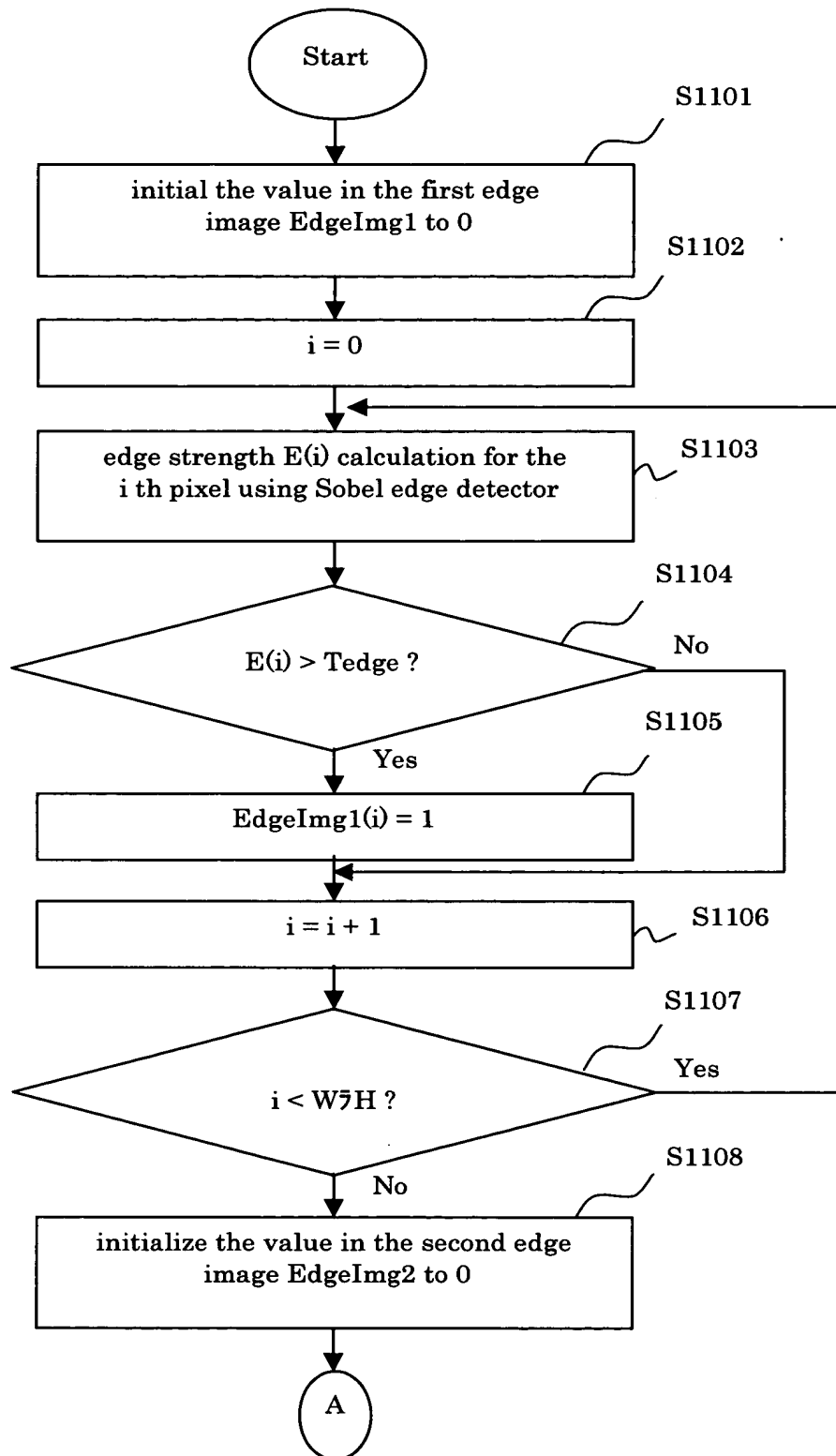


FIG. 47

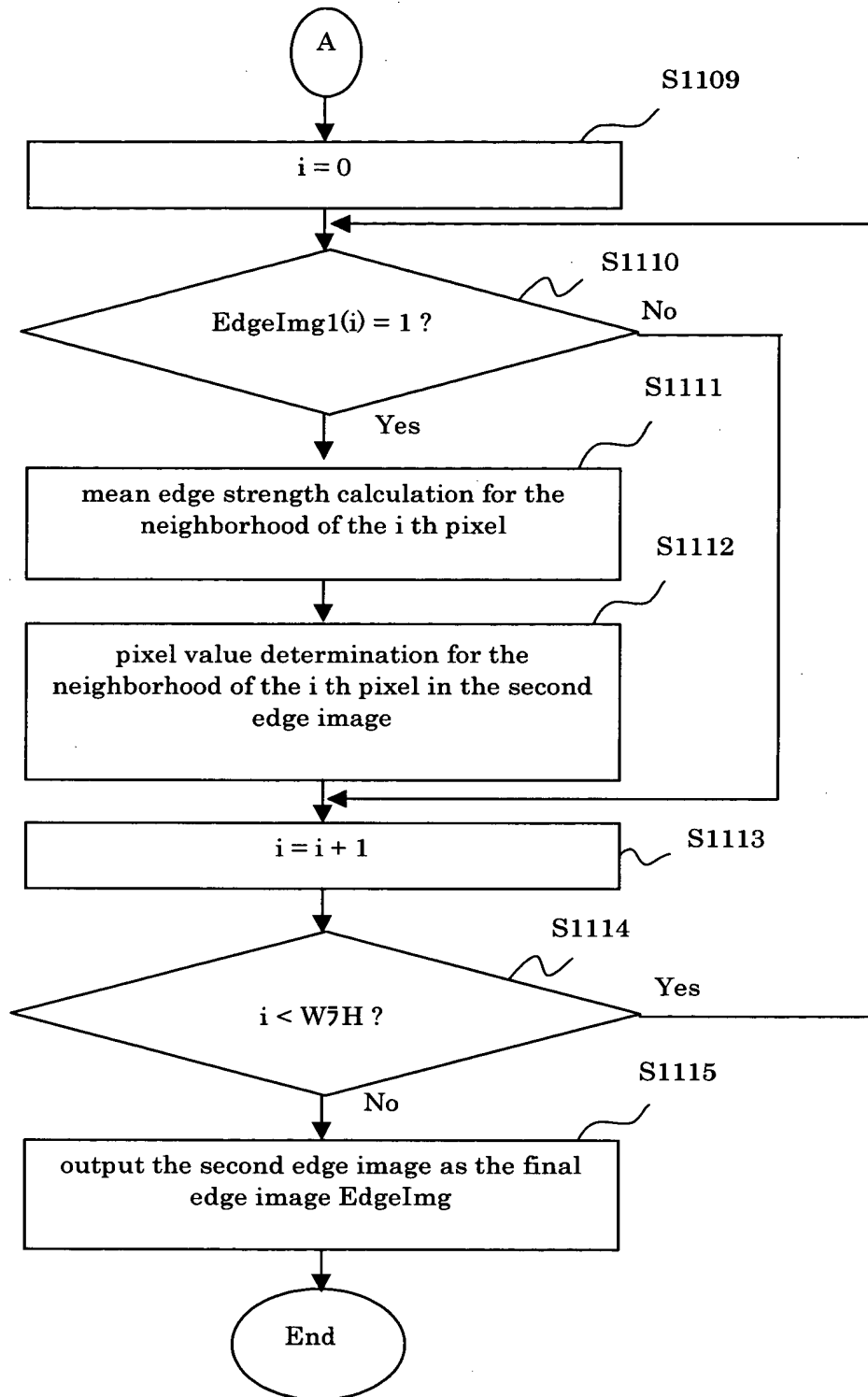


FIG. 48



1116

|   |   |   |
|---|---|---|
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| a | i | e |
| h | g | f |

FIG. 49

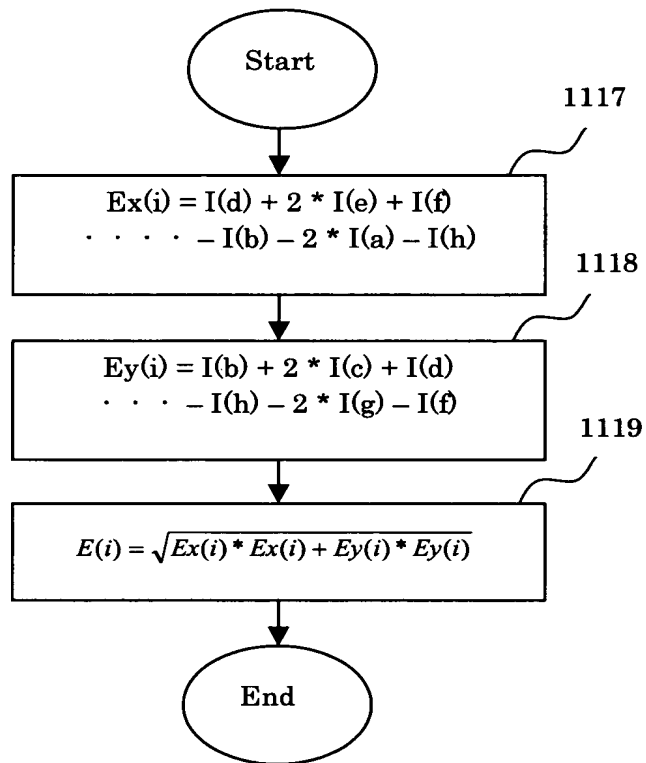


FIG. 50

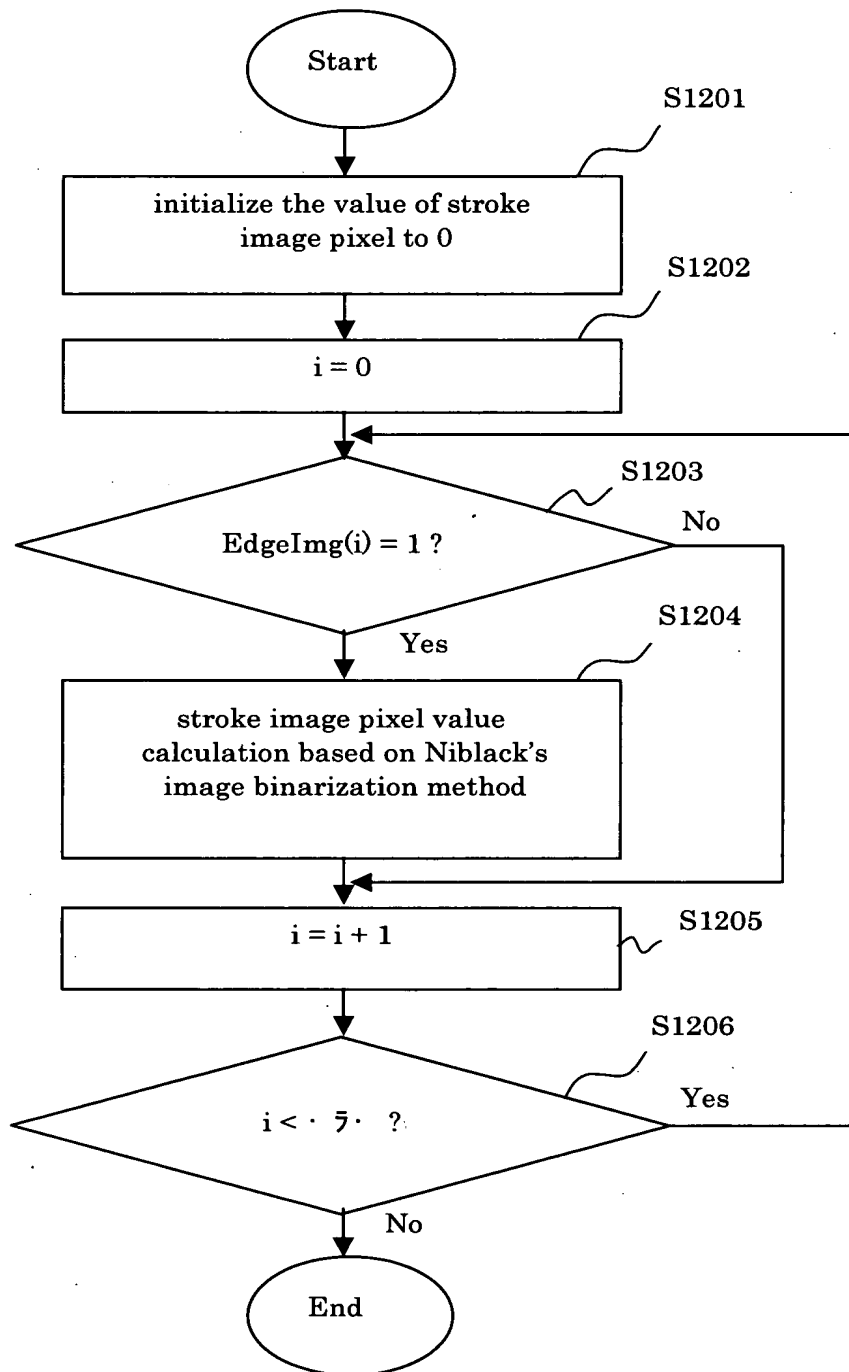


FIG. 51

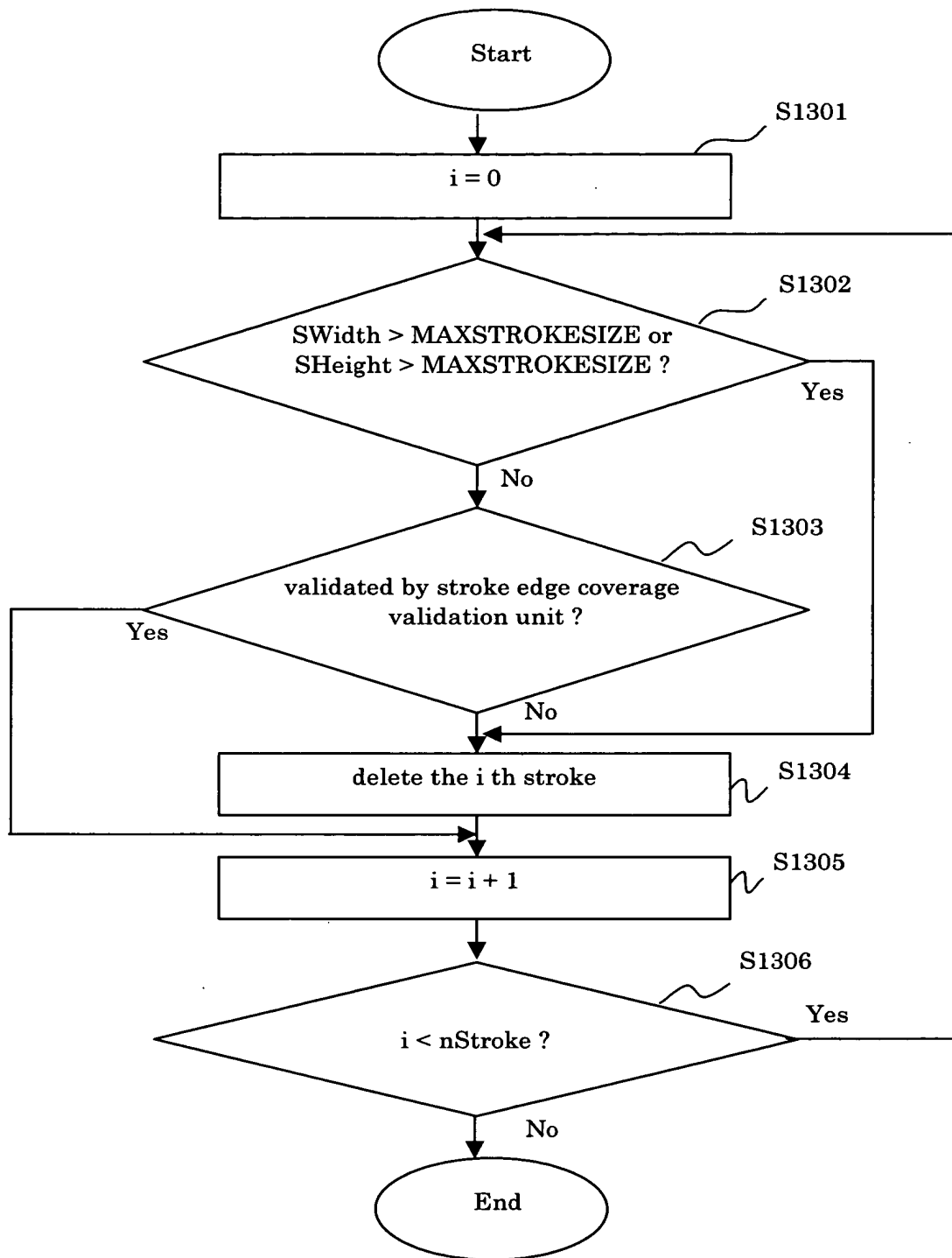


FIG. 52

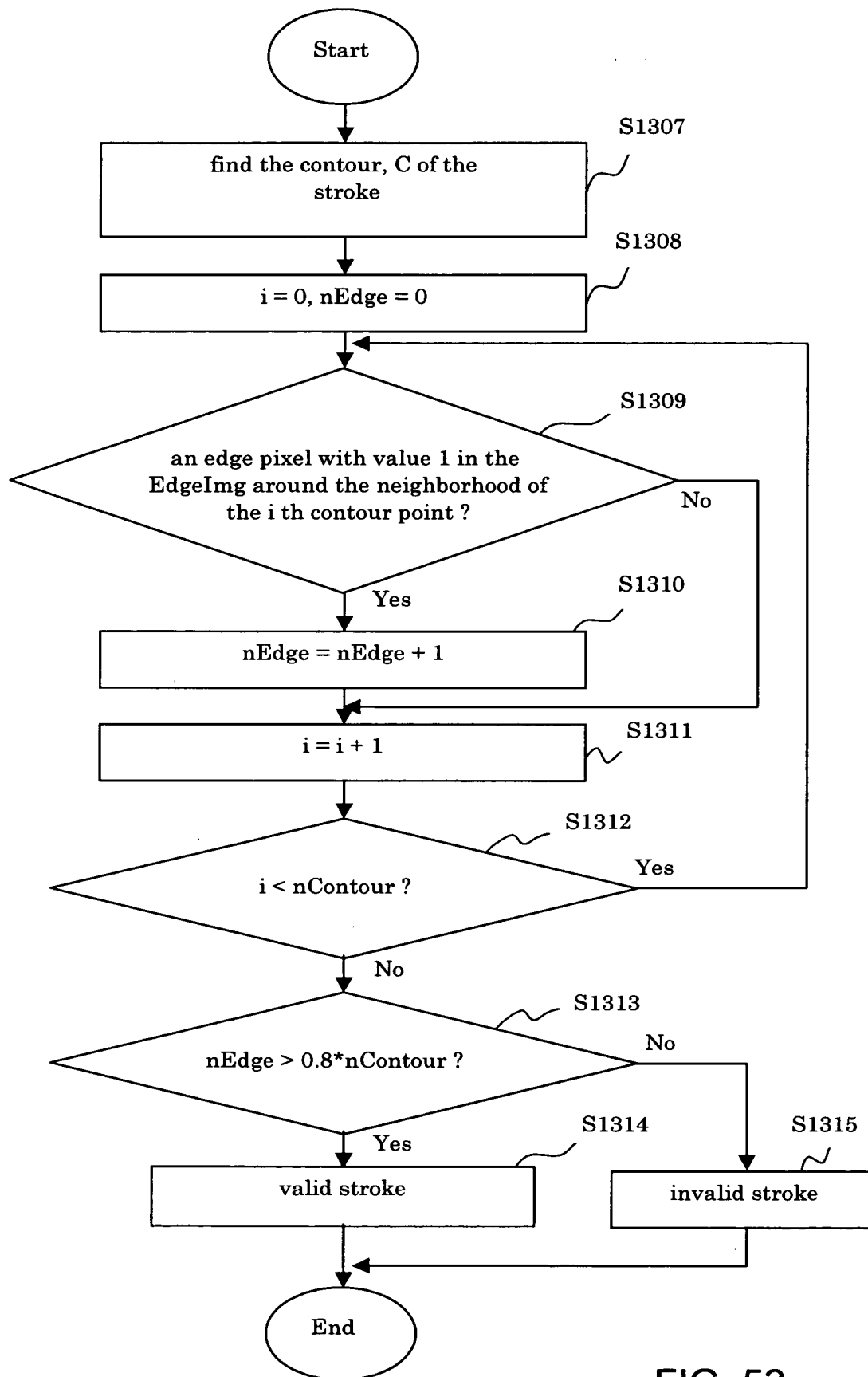


FIG. 53

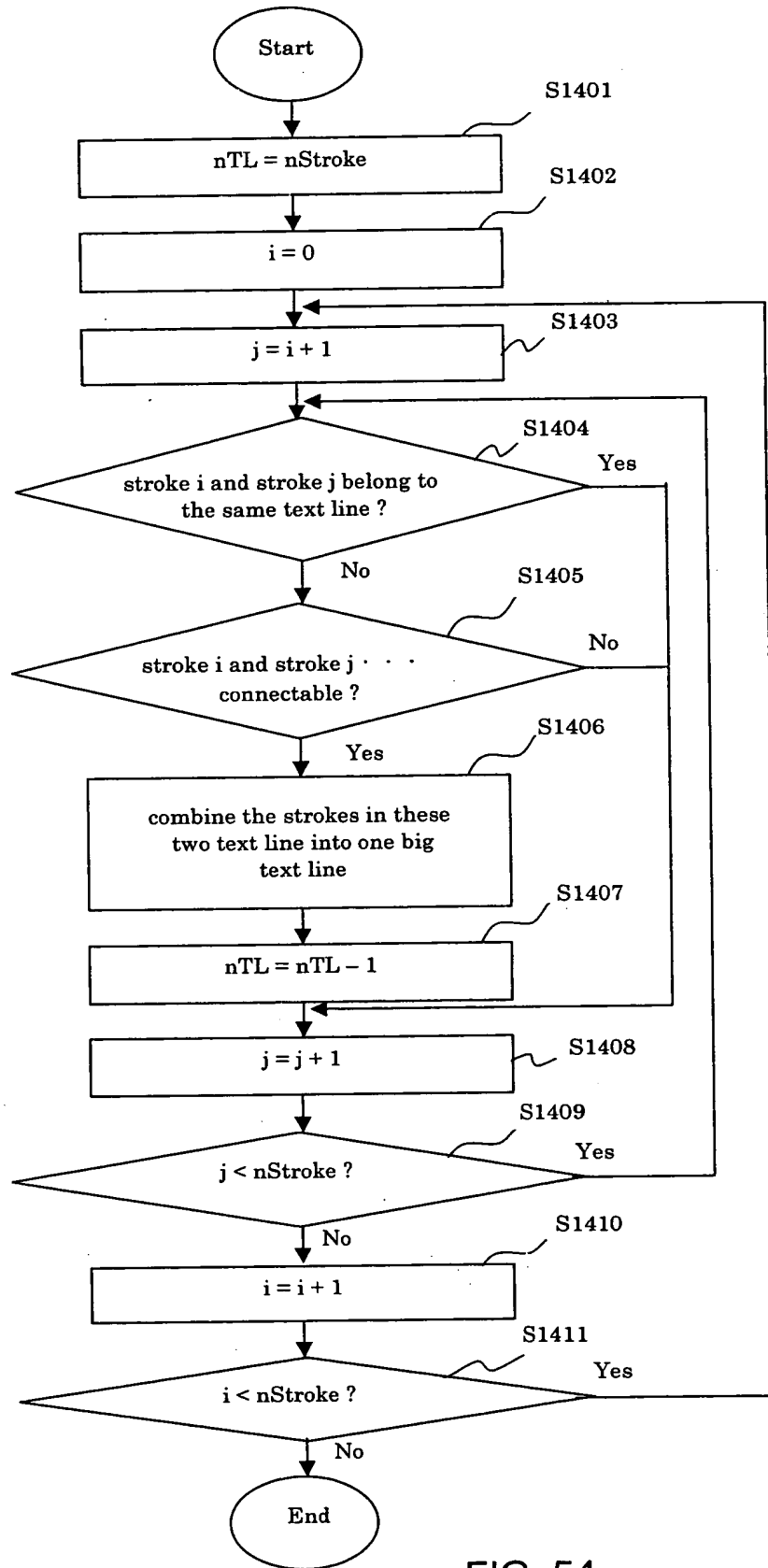


FIG. 54

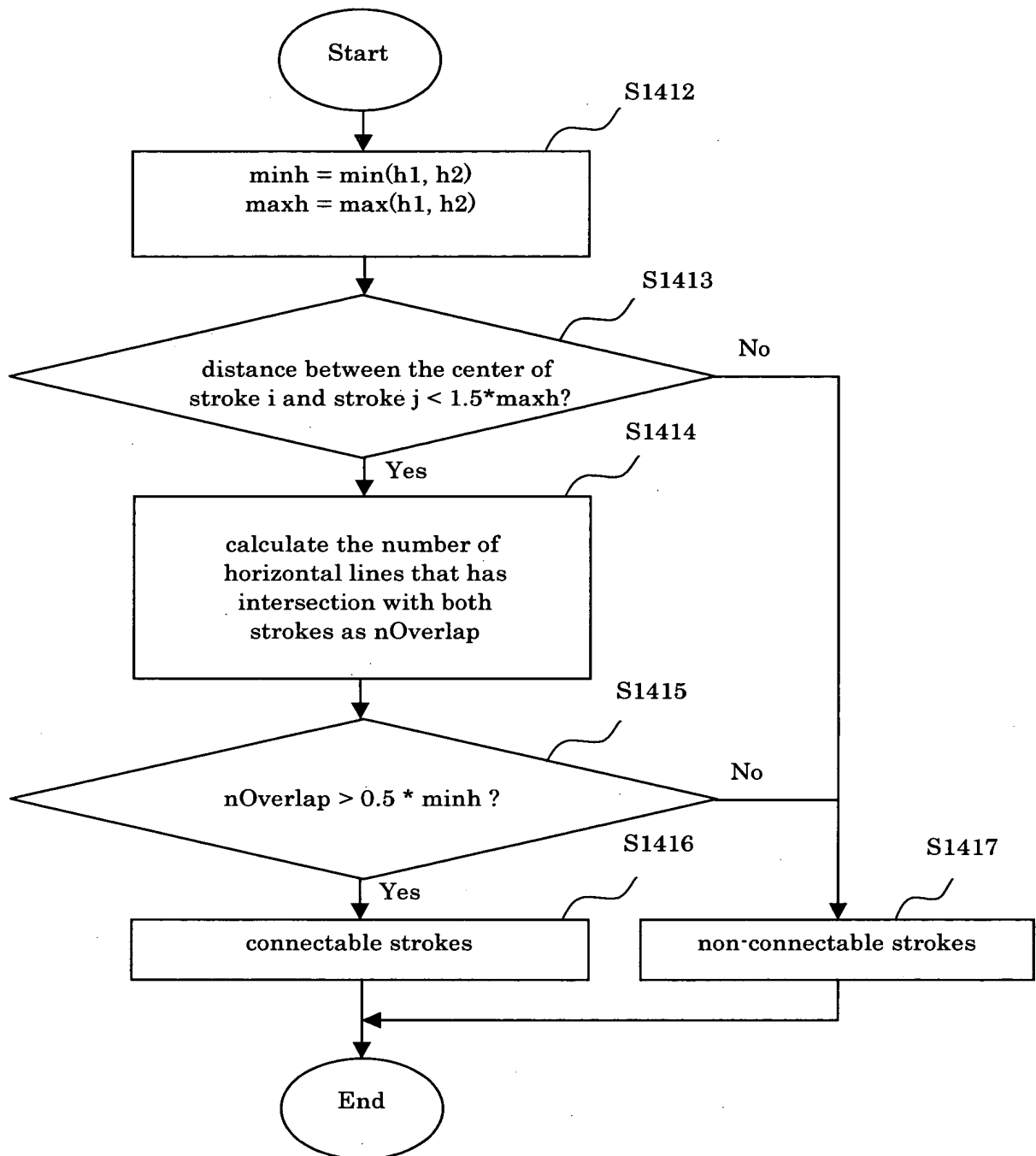


FIG. 55

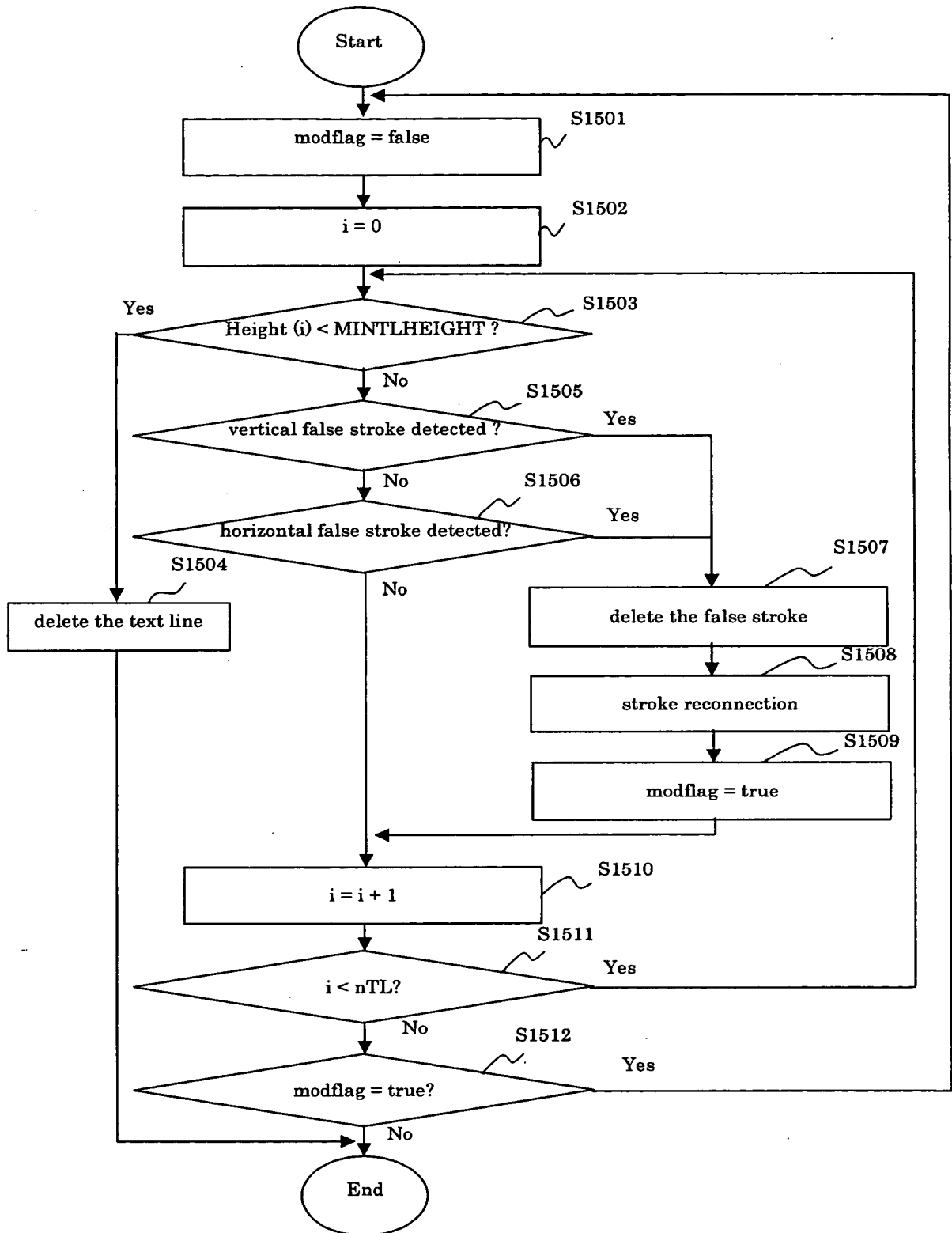


FIG. 56



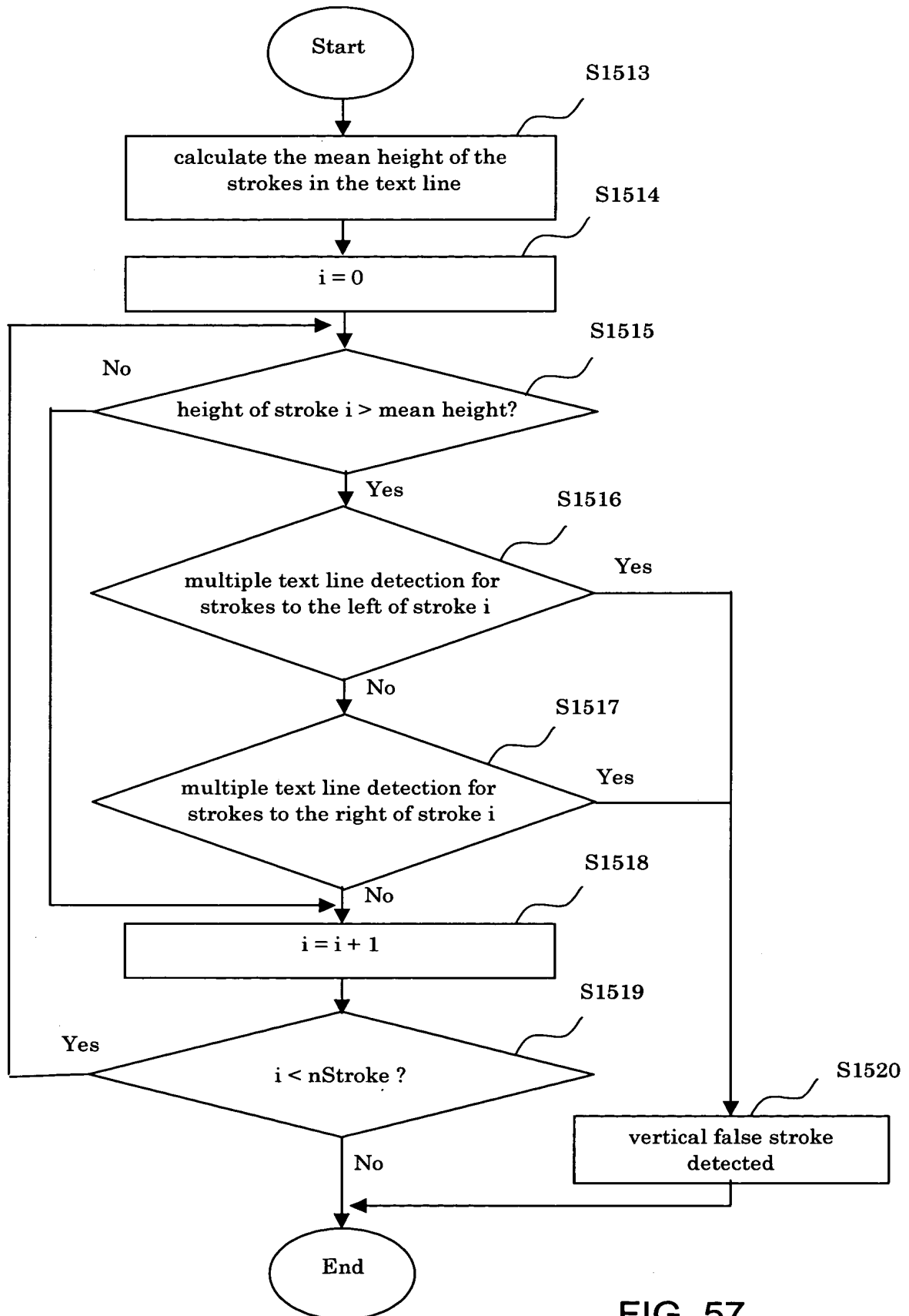


FIG. 57

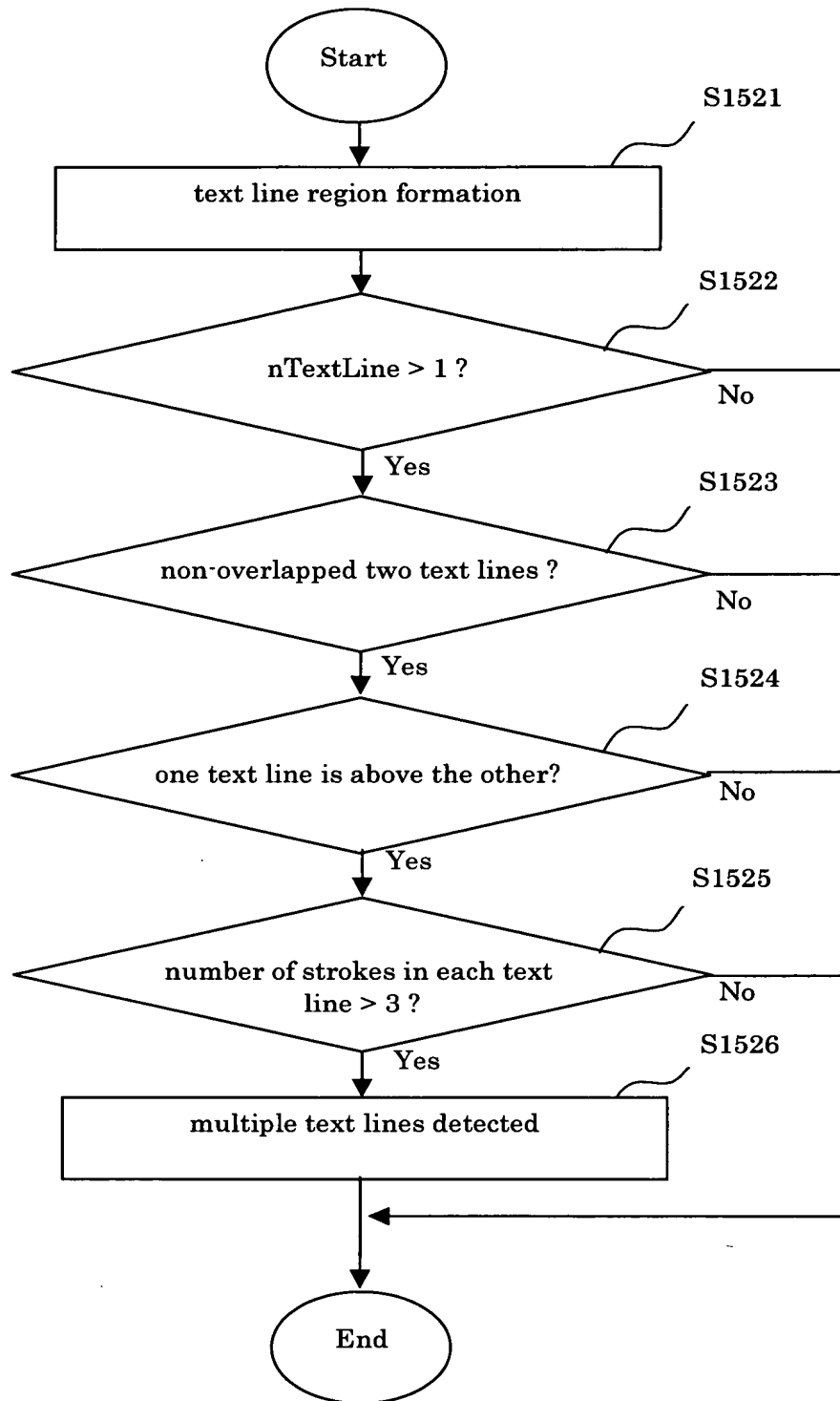


FIG. 58

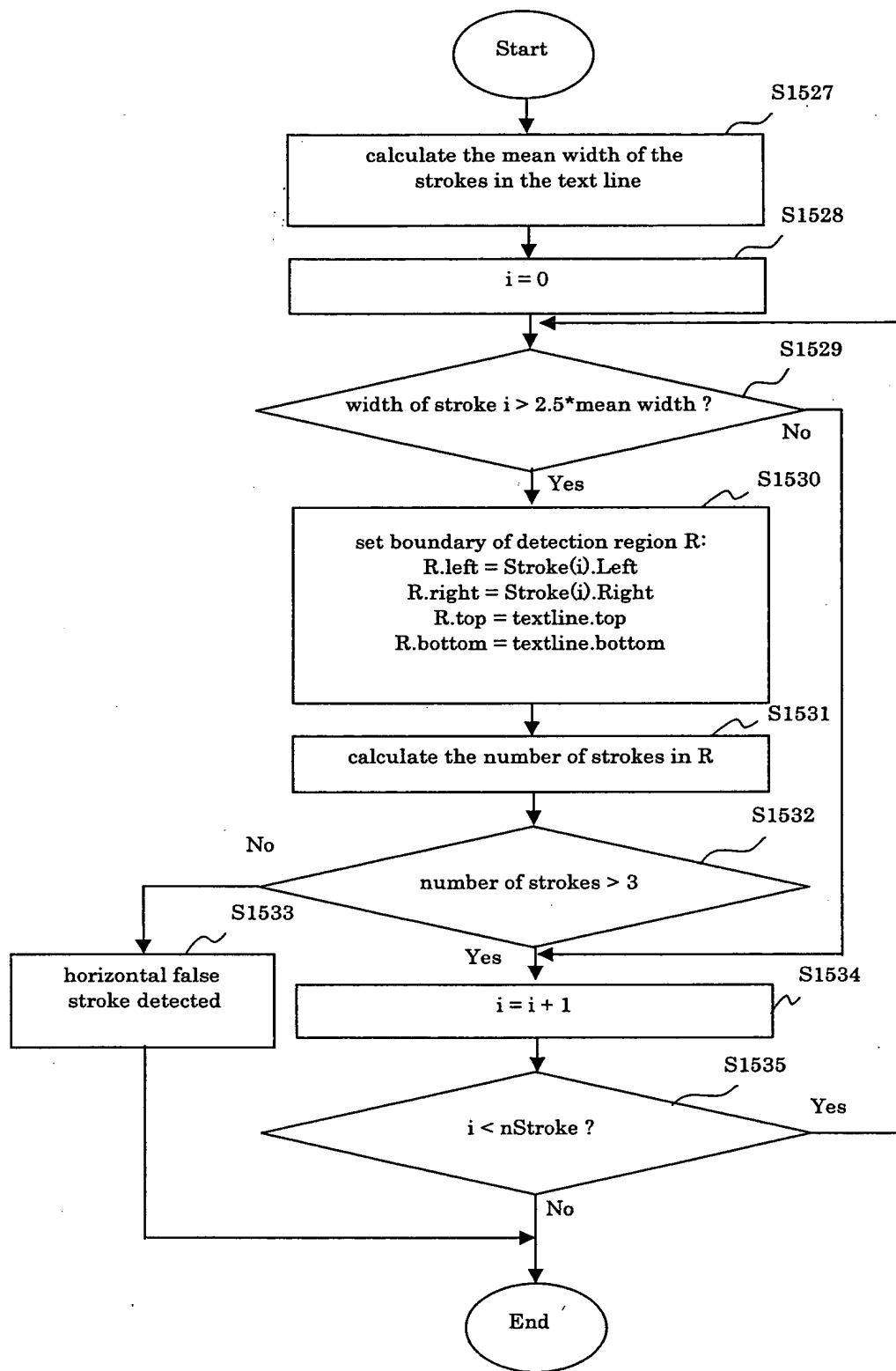


FIG. 59

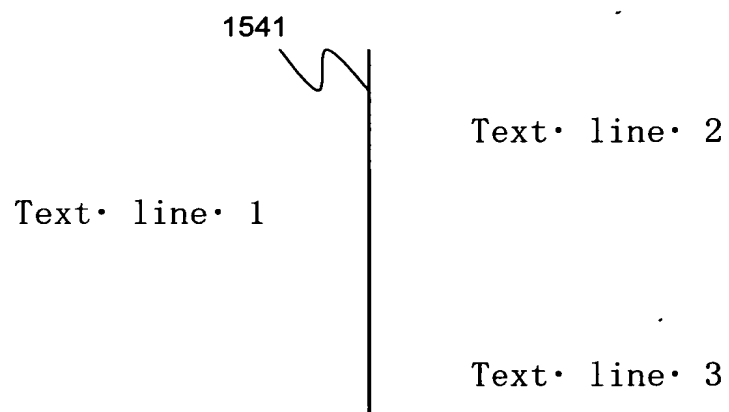


FIG.60



FIG. 61

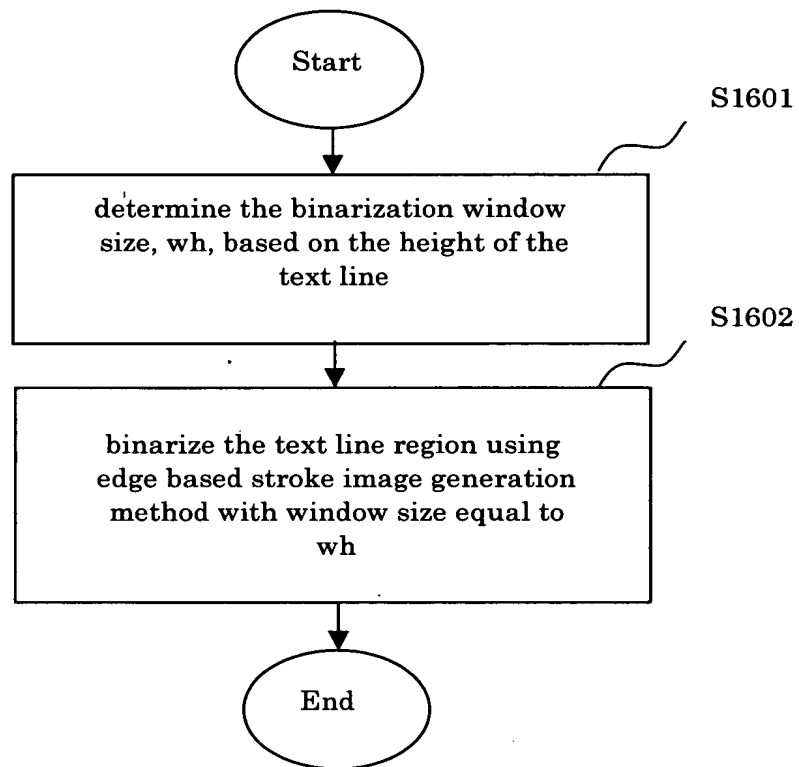


FIG. 62

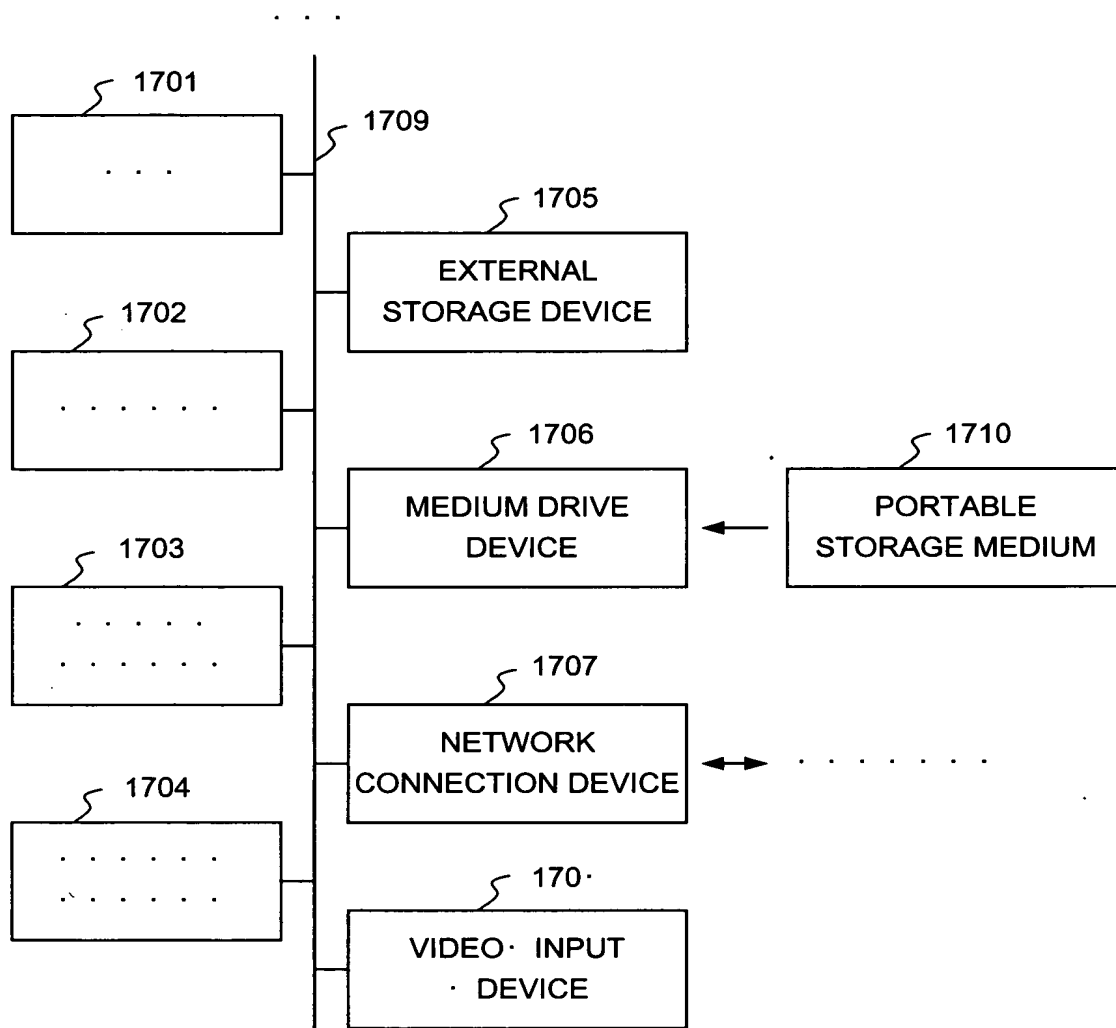


FIG. 63

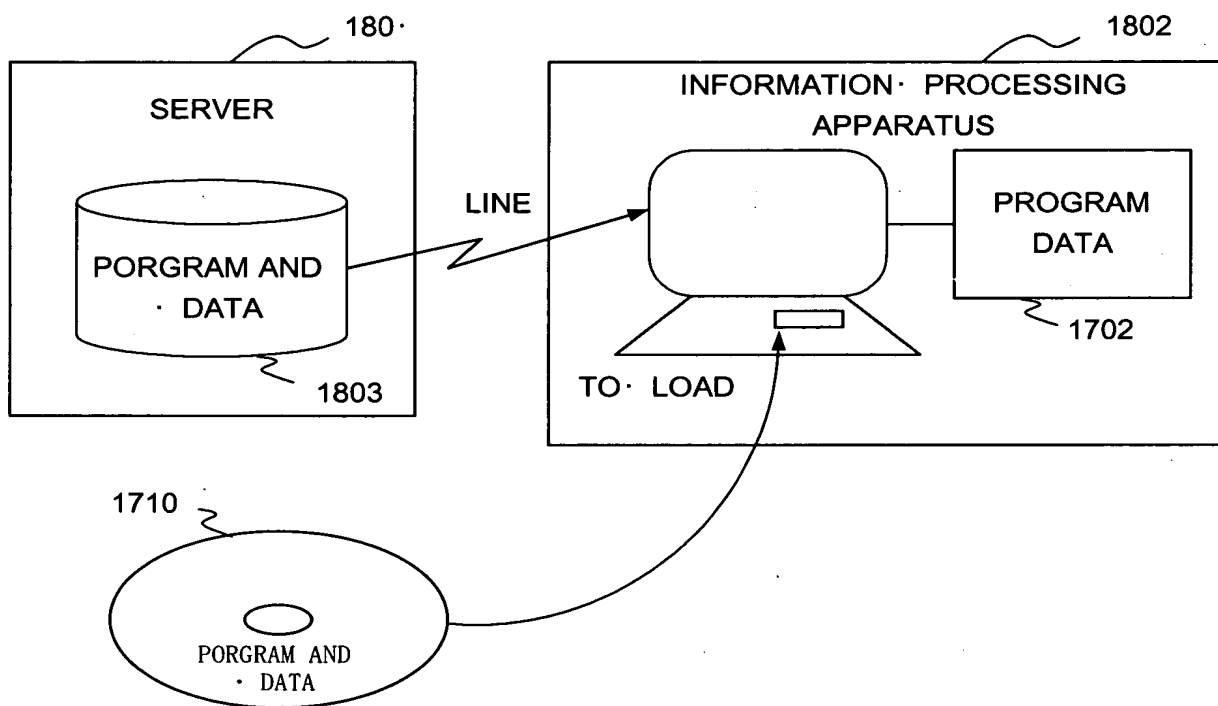


FIG. 64



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